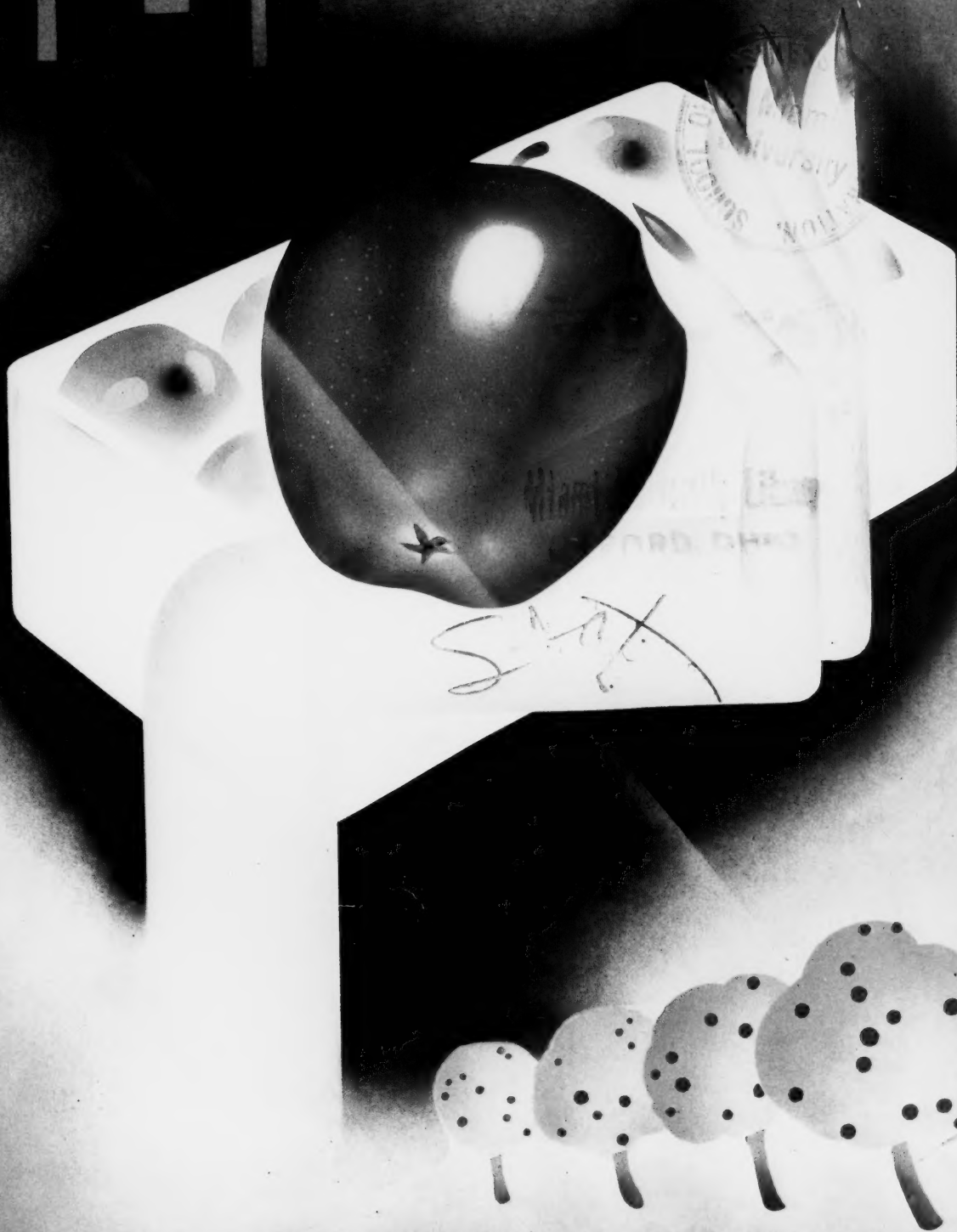


MODERN PACKAGING



JANUARY 1939

Smitty



"Sure there
are other good
can companies

... but with my competition
tough as it is, I need the new
package developments *first*.
And I feel a whole lot surer of
getting 'em first, doing busi-
ness with American Can."



AMERICAN CAN COMPANY, 230 PARK AVENUE, NEW YORK, N. Y.
World's Largest Manufacturer of Metal and Fibre Containers



The Limited Editions Club has not included the *Phoenix Flame* among its distinguished selections for 1939. Even if we were so honored, there is some question as to whether our little book would be of interest or value to collectors and bibliophiles. But, on the other hand, the *Phoenix Flame* has its own club of readers. These readers are packagers of foods, drugs, cosmetics, liquors and chemicals who now use, or contemplate using, glass containers and metal caps. You cannot subscribe to the *Phoenix Flame*. Nor is it to be found on the shelves of your favorite book shop. But, if you come within the foregoing classification, we invite you to join our little group of monthly readers. Simply write us on your letterhead. We believe you will find the *Phoenix Flame* interesting, informative and helpful in the packaging of your products.

PHOENIX METAL CAP CO., 2444 West Sixteenth Street, CHICAGO

Plants: Chicago and Brooklyn. *Offices:* Philadelphia, Baltimore, Boston, Cleveland, Cincinnati, St. Louis, San Francisco and Los Angeles.

MODERN PACKAGING

JANUARY 1939 • VOLUME 12 • NUMBER 5

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NEXT MONTH

Modern Packaging will present a detailed analysis of the effect of the new Federal Food, Drug and Cosmetic Act upon packages and packaging practices. While much has been presented as running news commentary on various phases of this Act in this and other publications (see pages 48, 50 and 54 this issue), next month's survey will represent, we believe, the first complete and authoritative analysis of the entire complex situation created by the new bill and regulations designed for its enforcement.

Published the 15th of each month by Breskin & Charlton Publishing Corporation, 192 East 42nd St., Chanin Building, New York, N. Y. Telephone Ashland 4-0655. Western office, 291 N. LaSalle St., Room 616, Chicago, Ill. Telephone Randolph 6336. Publication office, Twentieth and Northampton Sts., Easton, Pa. Also publishers of Packaging Catalog, Modern Plastics, and sponsors of the Permanent Packaging Exhibit.

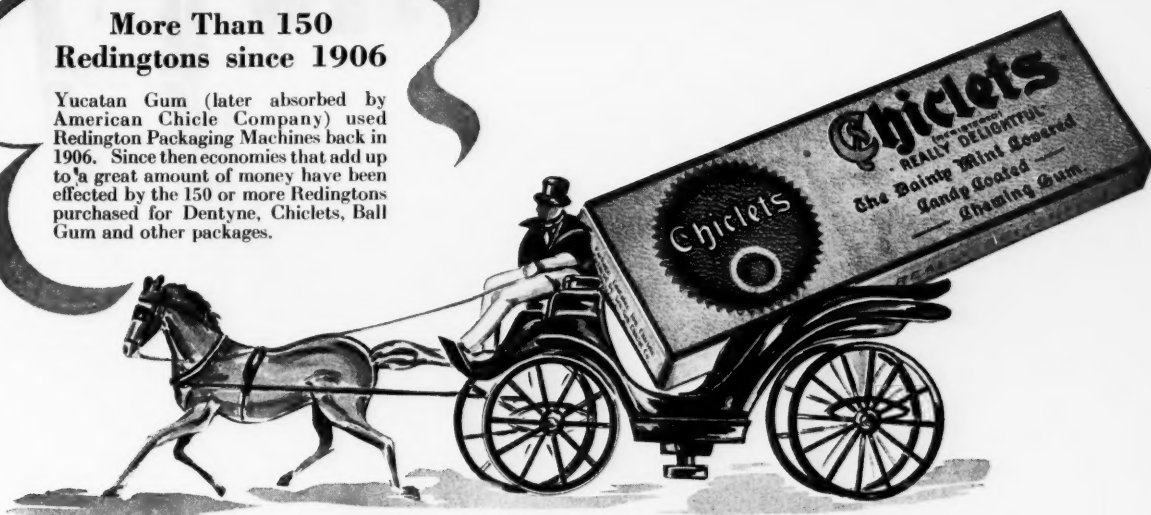
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**More Than 150
Redingtons since 1906**

Yucatan Gum (later absorbed by American Chiclet Company) used Redington Packaging Machines back in 1906. Since then economies that add up to a great amount of money have been effected by the 150 or more Redingtons purchased for Dentyne, Chiclets, Ball Gum and other packages.



Money Savers for American Chiclet since "HORSE and BUGGY DAYS"



This ornate Chiclet carton in green and gilt was the last word in package design in the "horse-and-buggy days" of 1915 . . . the year the first Redington Cartoning Machine was installed at the American Chiclet Company. This machine counted and cartoned 10 pieces of candy coated gum at the rate of 50 cartons a minute, considered a tremendous speed in those days. It was an outstanding engineering achievement.

Today, a battery of Redington Continuous Loading Cartoning Machines handle the modern 12-piece package at the aeroplane-like speed of 180 a minute. Equally important, each cartoner has a wrapping attachment that envelopes the carton in Cellophane, cuts an Easy Opening Tape from a roll, prints the tape and places it under the wrapper.

Such efficiency under terrific pressure and speed is possible only because of the many *hidden* mechanical and engineering improvements by Redington. For instance (pictured at left): the sturdy driving gear—the safety mechanism that releases if the machine becomes overloaded—the Twin Disc Clutch—the vari-speed motor pulley that permits the operator to set the speed at almost any practical rate.

Machines of this superior type give us confidence to say: "Let our Engineering Staff worry about *your* packaging problem. They've more than 40 years' experience."

F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon St. CHICAGO, ILL.

REDINGTON

Packaging Machines

for CARTONING • CELLOPHANE WRAPPING • CARTON SEALING

WINDOW-shopping with

LUMARITH PROTECTOID

REG. U.S. PAT. OFF.

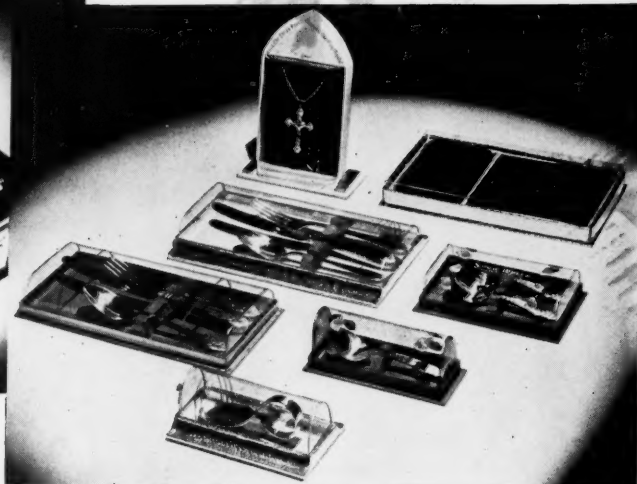
Transparent Packaging Material



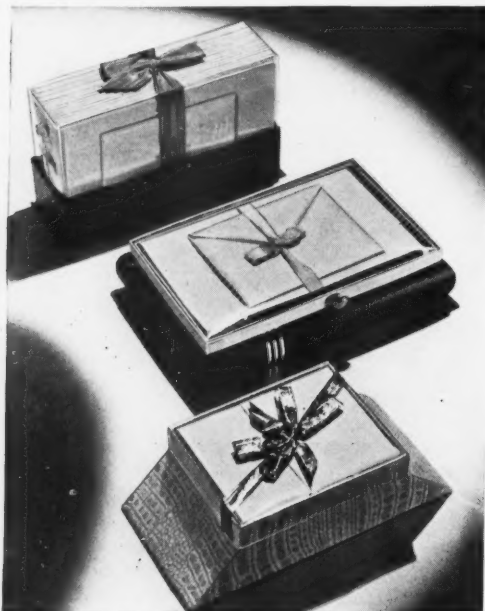
LASTING VISIBILITY SENDS SALES UP!



Auger bits by Irwin. Box by C. W. Zumbiel & Co., Cincinnati. Transparent windows of Lumarith Protectoid.



Cross by Lampl, New York; wallet set by C. F. Rupp Sons, Philadelphia; silverware by 1847 Rogers Brothers and Holmes & Edwards. Boxes with Lumarith Protectoid tops, by Young Brothers, Providence, R. I.



Stationery by Marcus Ward Division of Sherman Envelope Co., Worcester, Mass. Boxes with Lumarith Protectoid covers by Young Brothers, Providence, R. I.

TRANSPARENT display packages work wonders for the sales curve—while the sparkle lasts. But when rips, tears, or wrinkles come into the picture—that sales curve takes a dive!

Use Lumarith Protectoid for visibility with a *permanent* sparkle. Lumarith Protectoid does not shrink or wrinkle. It is water-proof, grease-proof, germ-proof, odorless, tasteless, and non-inflammable. It does not discolor or dry out with age. It is not affected by extremes of temperature or humidity. It cements easily and permanently. It has a perfect printing surface.

If you are working on a window carton, or a box with a rigid transparent top, or any other transparent packaging application . . . write to the Packaging Division, Celluloid Corporation, 10 E. 40th Street, New York City. Established 1872. Sole Producer of Celluloid and Lumarith. (Trademarks Reg. U. S. Pat. Off.)

IF YOU ARE WORKING ON A TRANSPARENT PACKAGE . . .

Get in touch with
CELLULOID

also Headquarters
for **PLASTICS**

PARAGON - 179

EMBOSSED 267

Here is a new embossing design on a popular low priced Christmas box covering paper.

Hampden is continually bringing out new embossing designs to improve the looks of set up boxes. Why not try out samples of this new wood panel effect.

Just write-

HAMPDEN GLAZED PAPER & CARD COMPANY

Holyoke, Massachusetts



Whether your packaging problem is simple or complicated, the experience, the designing skill, the resourcefulness and the facilities are all at hand to produce metal packages which fulfill your exact requirements. Here you will find, also, the kind of service that's friendly and helpful. It's pleasant as well as profitable to come to CROWN for metal containers.

CROWN CAN COMPANY • PHILADELPHIA, PA.

Division of Crown Cork & Seal Company

**CROWN
CANS**

I N D E P E N D E N T A N D H E L P F U L

JANUARY 1939

5

**GREATER SATISFACTION FOR YOUR CUSTOMERS
and greater value for you**



It's good business to put customers' bulk purchases in Gaylord Kraft Bags and Sacks. *Always* made from full-weight stock . . . *always* standard and uniform in size . . . and *extra* strong, these quality bags will be appreciated by both you and your customers. Specify Gaylord Bags on your next order. • There's a reliable dealer near you . . . ready to serve you promptly.



GAYLORD CONTAINER CORPORATION, General Offices: SAINT LOUIS

Makers of Gaylord Corrugated and Solid Fibre Shipping Containers
... Gaylord Folding Cartons ... Gaylord Kraft and Specialties.



An Important Announcement to Those Who Want Their Products *Seen and Sold*



A new kind of package and a famous old name make significant packaging news! For only Ritchie brings to this new medium 73 years of sound packaging experience — a versatile and merchandising-minded design department — and the large-scale, cost-saving manufacturing facilities of one of America's oldest and largest boxmakers. After many months of research and preparation, Ritchie now invites the opportunity to show *you* what transparent packaging can do for *your product*. Write now!

COMBINING THE BEST FEATURES OF ALL

Ritchie is uniquely able to combine the *economy* of set-up boxes and fibre cans with the *merchandise visibility* of the transparent material. Illustrated here are but a few of the packages, designed and manufactured entirely by Ritchie, which can be developed for almost any type of product. If you want your product seen and sold, ask about the free design service which Ritchie offers to responsible manufacturers.

W.C. Ritchie
AND COMPANY

8849 BALTIMORE AVENUE • CHICAGO

SET-UP PAPER BOXES • FIBRE CANS • TRANSPARENT PACKAGES

NEW YORK

DETROIT

CINCINNATI

LOS ANGELES

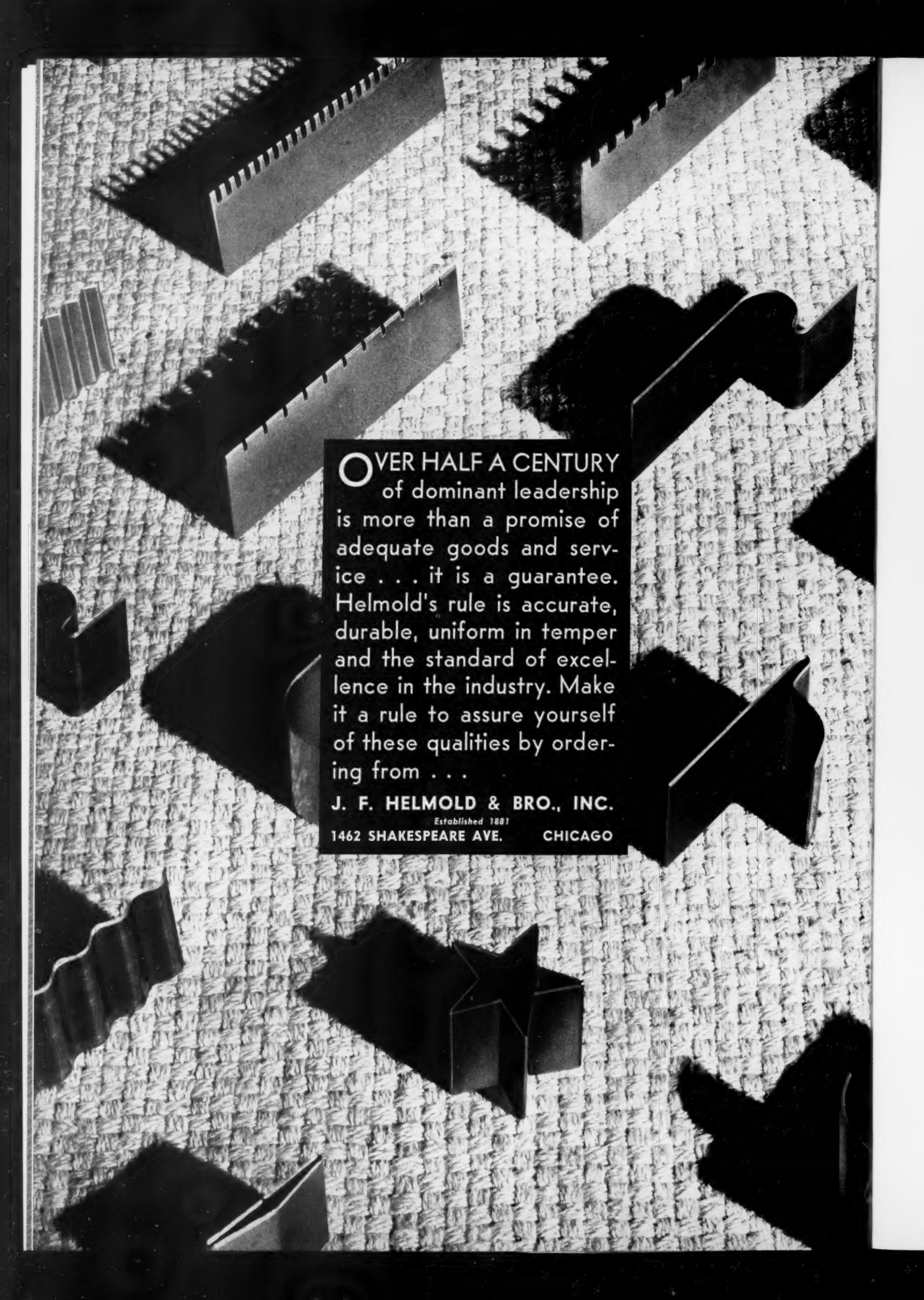
ST. LOUIS

ST. PAUL

DENVER

JANUARY 1939

7



OVER HALF A CENTURY
of dominant leadership
is more than a promise of
adequate goods and serv-
ice . . . it is a guarantee.
Helmold's rule is accurate,
durable, uniform in temper
and the standard of excel-
lence in the industry. Make
it a rule to assure yourself
of these qualities by order-
ing from . . .

J. F. HELMOLD & BRO., INC.

Established 1881

1462 SHAKESPEARE AVE.

CHICAGO



Attention! Bags of Printed Sylvania cellophane are star salesmen

MADE of crystal-clear SYLPHRAP*-Sylvania cellophane, they give an irresistible appeal to the products they contain—They are ATTENTION GETTERS. They also keep the products fresh and free from soil of handling. ■ SYLPHRAP bags make the customer SEE and WANT. When printed with brand name they are an excellent advertising display medium for your products. They bring the customer back for more. ■ To make your food items FAST SELLING LINES be sure they are packaged in bags of PRINTED SYLPHRAP. Let your customer see the quality and value of your products.

SYLPHRAP is "Quality's Best Attire"

*Reg. U. S. Pat. Off.

Manufactured since 1929 by

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 E. 42nd St., New York Works: Fredericksburg, Va.

BRANCH OFFICES: ATLANTA, GA., 78 Marietta Street • BOSTON, MASS., 201 Devonshire St. • CHICAGO, ILL., 427 W. Randolph St. • DALLAS, TEX., 809 Santa Fe Bldg. • PHILA., PA., 260 South Broad Street • PACIFIC COAST: Blake, Moffitt & Towne • OFFICES and Warehouses in Principal Cities • CANADA: Victoria Paper and Twine Co., Ltd., Toronto and Montreal



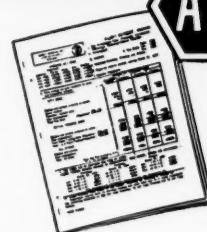
There are 2 WAYS to buy ADVERTISING SPACE

1 *The* **HAPHAZARD WAY**

by rumor,
guesswork,
and
hasty judgment

2 *The* **AUDITED WAY**

by the facts
presented in
ABC REPORTS



TIME was when buying advertising space seemed like groping in the dark. With no facts to serve as guide through the mysteries of circulation, you had to rely on rumor and hearsay. You had to pick your papers by guess-work . . . and hope for the best results as far as sales were concerned.

That day is past. Discerning advertisers now buy space with as sound a basis of fact as they buy a ton of coal or a dozen of eggs.

The source of this enlightenment is the A.B.C. report—the complete official, audited report of circulation facts. A.B.C. reports reveal and analyze NET PAID CIRCULATION—how large it is, where it is, how it was secured.

It is your insurance that you will get what you pay for. It protects the buyer and the honest publisher. It is made possible by over 2000 publishers, advertisers and advertising agencies. Together they provide you with this insurance policy. Use it. It costs you nothing. It may save you much.

We will be glad to give you a copy of our latest A.B.C. report, containing the facts by which you can judge the value of this paper.

MODERN PACKAGING

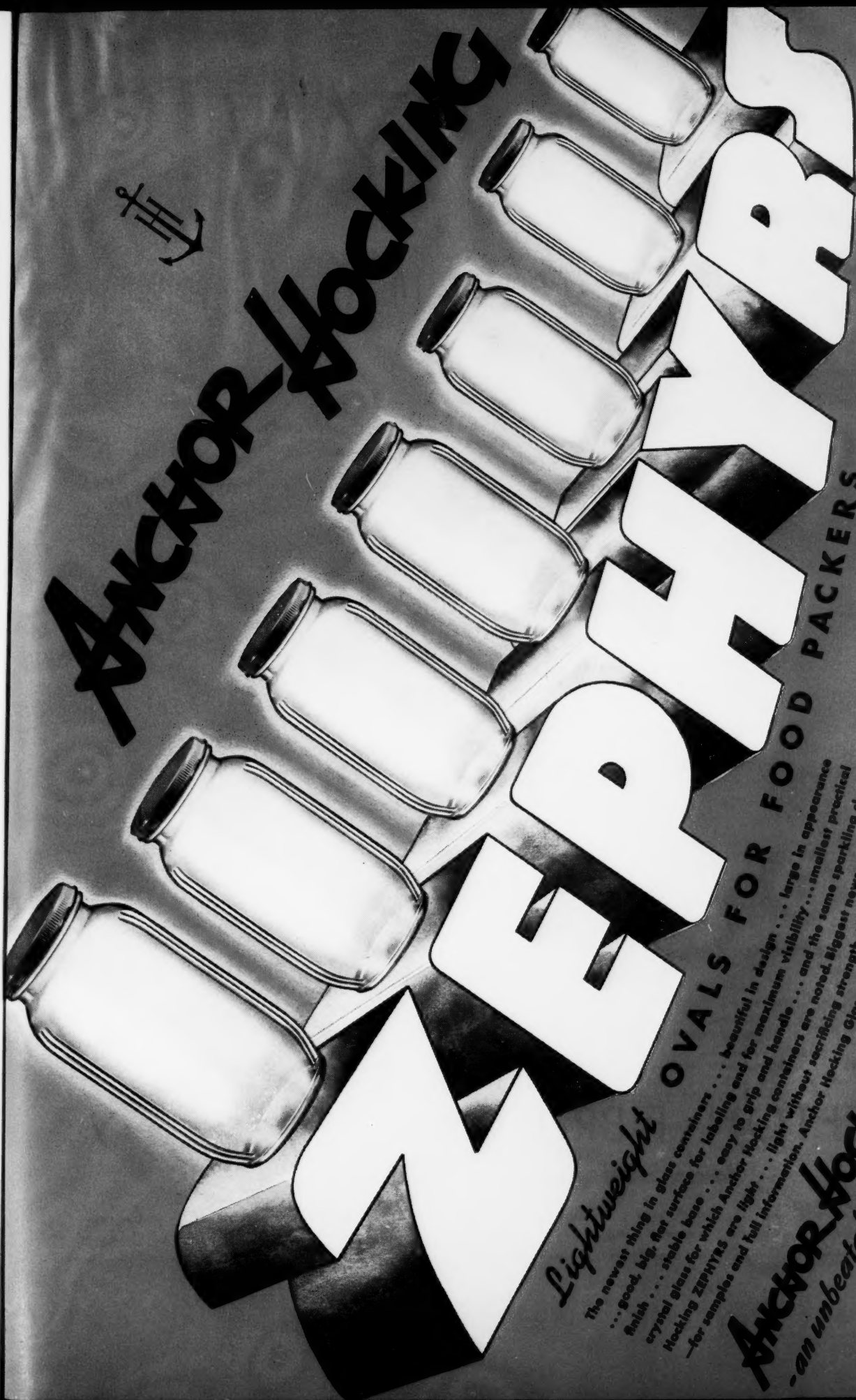
Chanin Building, 122 E. 42nd St.

NEW YORK, N. Y.

*An A. B. C.
Publication*

A.B.C. = Audit Bureau of Circulations = FACTS as a yardstick of advertising value

Anchor Hocking



ZIPPER

OVALS FOR FOOD PACKERS

Lightweight
The newest thing in glass containers... beautiful in design... large in appearance... good big, flat surface for labeling and for maximum visibility... smallest practical finish... stable base... easy to grip and handle... and the same sparkling clear, crystal glass for which Anchor Hocking containers are noted. Biggest news of all, Anchor Hocking ZIPPERs are light... light without sacrificing strength. Write or phone—now—for samples and full information. Anchor Hocking Glass Corporation, Lancaster, Ohio.

Anchor Hocking GLASS
-an unbeatable combination- CAPS

Sefton CAN

DESIGN TO FIT YOUR PRODUCT



SEFTON FIBRE CAN COMPANY

Plants—St. Louis, Missouri • New Iberia, Louisiana

DISTRICT OFFICES:

Los Angeles	San Francisco	Denver	Tampa	Chicago	Des Moines			
New Orleans	Boston	Detroit	Kansas City	St. Paul	Omaha	New York	Cincinnati	Cleveland
Oklahoma City	Pittsburgh	Memphis	Nashville	Dallas	Houston	Salt Lake City	Seattle	



IMMEDIATE DELIVERIES on a Federal stock sprayer for your package!

Sell it as part of your package . . . or offer it as a premium . . . either way it makes sales—big sales—because it makes your product easier to use, pleasurable to use, convenient to use.

INVESTIGATE NOW!

FEDERAL TOOL CORPORATION

400 NORTH LEAVITT STREET

CHICAGO

THE ALL-AMERICA WINNERS!

The greatest of Package Competitions draws to its grand climax.

The eminent Judges—after days of intensive review of the thousands of entries—have made their final selections.

We thank the judges for their time and efforts, and the contestants for their cooperation in making this contest the all-time high point of Package Competitions—both in volume of entries and outstanding winners.

Announcement of these distinguished Winners—awaited with high anticipation by the packaging and display worlds—will be made in the MARCH CONVENTION ISSUE of MODERN PACKAGING.

Far and away the biggest issue of MODERN PACKAGING, the MARCH 1939 number is planned to do full justice to the occasion. In addition to all the regular departments, every Award Winner will be shown in full-page illustrations, with pages given to searching analyses of the advances embodied by each.

These new packages and displays adjudged BEST can bring fresh insight and renewed inspiration to all of us.

WATCH FOR THE MARCH ISSUE MODERN PACKAGING

122 East 42nd Street

New York, N. Y.

A limited number of desirable advertising pages are still available for this biggest, best-read issue of the year—the MARCH CONVENTION and ALL-AMERICA COMPETITION Number. Rates remain at the regular level. This is the best space "buy" of the year—write now for your reservation.

You Are

Cordially Invited to An

**EXHIBIT of the
ENTRIES in the 1938**

All-America Package Competition

at the Exhibit Hall

in the New Offices of

MODERN PACKAGING MAGAZINE

Published by Breskin & Charlton Publishing Corp.

CHANIN BUILDING, 122 E. 42nd ST., NEW YORK, N. Y.

JAN. 1—MARCH 15

10:00 to 4:00 DAILY

10:00 to 12:00 NOON SATURDAY

Admission Free

Exhibit List Available on Request



HERE'S A
NEW CLOSURE for
AILING PATIENTS
and for AILING
PACKAGES . . .

Twirl the plastic ring on this bottle closure. The arrow points to the hour of the next dose!

MACK MOLDING CO. developed this Next Dose Closure—especially designed for the pharmaceutical trades. They come in black and colored plastics. The thread and main closure are conventional and make a tight seal.

Closure molding is a special art—with us.

Perhaps our complete line of Stock Closure Molds is your answer. If so, your economy is great. So, if you use molded closures, let's get together. Write, wire, or phone us—we'll be on the job.

MACK MOLDING CO. . . WAYNE, N. J.

JOIN the PARADE!

U.S TRU-TONE Pictorials for Canned Food Labels have met with prompt and wide acceptance by progressive companies, as this natural color photograph shows.

U.S TRU-TONE Pictorials, using direct color photography, enable you to have modern, life-like and attractive illustrations. Produced by Lithography or Typography, adaptable to any design, "U-S" TRU-TONE Pictorials add distinction, individuality, sales-power.

U.S TRU-TONE Food Pictorials will modernize the illustrations on your labels.

Join the TRU-TONE Parade!

The **U.S** UNITED STATES PRINTING & LITHOGRAPH COMPANY
AND DIVISIONS

HOME OFFICE
328 BEECH ST.
CINCINNATI

- * AMERICAN LITHOGRAPHIC DIVISION
- * ATLANTIC LITHOGRAPHIC & PRINTING DIVISION
- * DONALDSON LITHOGRAPHING DIVISION
- * ERIE LITHOGRAPHING & PRINTING DIVISION
- * PALMER ADVERTISING SERVICE DIVISION
- * W. F. POWERS DIVISION
- * THEO. A. SCHMIDT LITHOGRAPHING DIVISION

Plants at CINCINNATI • BROOKLYN
BALTIMORE • ERIE, PA. • ST. CHARLES, ILL.

ASK TO SEE
LABEL SAMPLES
Using These Modern
DIRECT COLOR
TRU-TONE PICTORIALS



A
S



At Last

SLIDE TOPS ON SEALED FIBRE CANS!

Now, for the first time, this long sought for closure becomes available. The new **SlideSeal** Fibre Can provides these unique advantages.



SLIDES OPEN AND POURS WITH ONE HAND. One turn of the wrist does it. No fussing with threads or loose caps. No spout . . . hence lower manufacturing costs, easier stacking, less space.

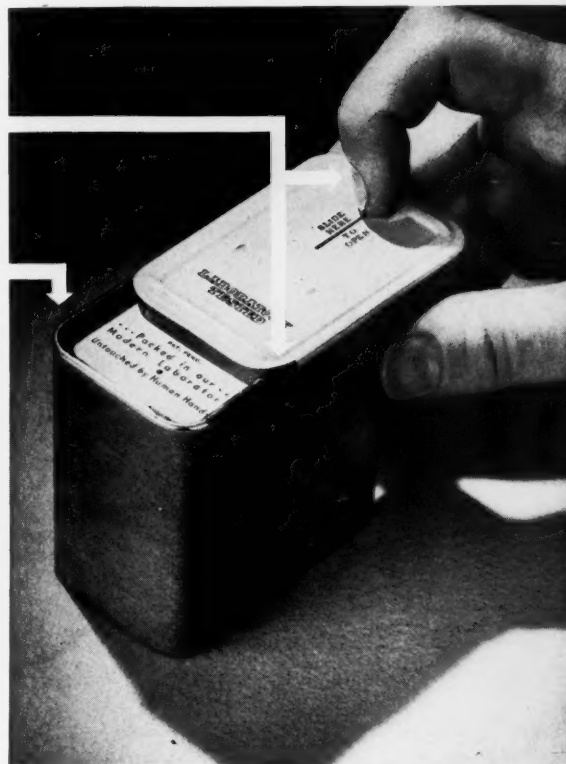
NO MISLAID OR LOST TOPS. The slide cannot pass the rim's end.

SAVES CUT FINGERS. Easy to open.

SIFTPROOF. No inner bag necessary to prevent loss of product. None of the product can filter through the edges. Shelves stay clean; the contents aren't wasted.

CLEAN. No dust collecting ridges or valleys on top.

OPENING EASILY CONTROLLED. Pours large quantities quickly or sifts in a fine stream.



SHOWING INNER SANITARY SEAL. Made of thin paper stretched drum-tight under the slide top. Factory applied from the inside. The cans are then bottom filled. Thus it is impossible to get at the contents without puncturing the Seal.

The consumer is conclusively assured that no one has tampered with the contents, that there has been no substitution, "sampling," or spillage. The seals are convincing evidence of sanitary manufacture.

If you are a manufacturer of foods such as coffee, spices, sugar and baking powder; or of chemicals; or of small hardware such as tacks, the new **SlideSeal** Fibre Can will make your product more inviting, more convenient, more foolproof . . . *and more sales-worthy.*

We will gladly send samples and full information on the applications and low cost of **SlideSeal** containers.

Write now to

THE CORDIANO CAN CO., INC.
80-39th Street Bush Terminal
BROOKLYN, N. Y.



**A GOOD CAP MAKES FRIENDS FOR
YOUR PRODUCT**

It isn't necessary to sacrifice dependable sealing in order to get a closure that is easier for consumers to remove. Crown Screw Caps with the Deep Hook Thread meet both these requirements. Why not adopt Crown Screw Caps? They'll help your product make more friends.

CROWN CORK AND SEAL COMPANY • BALTIMORE, MD.
World's Largest Makers of Closures for Glass Containers



CROWN SCREW CAPS

ALASKA OR AUSTRALIA

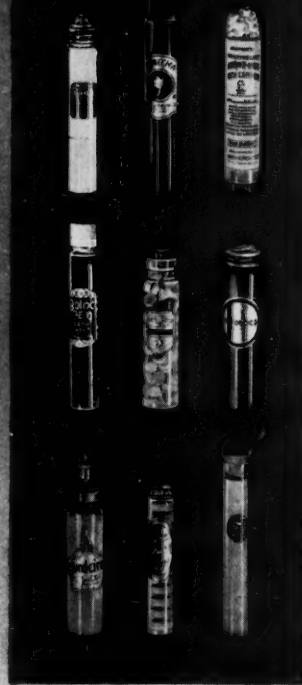


YOU CAN'T ESCAPE KIMBLE VIALS

It's a small world, when you consider how the far corners of it can be reached by a popular product. Look where you may, go where you will, Kimble Glass Vials are always in evidence as the unit containers for perfumes and pills, capsules and powders, photographic developers, egg dyes or any one of hundreds of universally used commodities.

This widespread circulation of Kimble Glass Vials is easily understood when you realize that they are adaptable to all modern types of closures—are fully annealed for great strength—are lighter than moulded bottles of like capacity—are readily carried in handbag or vest-pocket—and are more modern and appealing than any other form of small, transparent, sanitary container.

If your problem is one of sampling or packaging—if you want quick action and steady profits from a new or old product—CONSULT KIMBLE FIRST!



• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY VINELAND, N. J.

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

JANUARY 1939

19

MEXICO CITY
to
MODERN PACKAGING
to
MANUFACTURER
in One Day

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION (55)

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

R. B. WHITE
PRESIDENT

J. C. WILLEVER
FIRST VICE-PRESIDENT

1938 NOV 22 AM 8 59

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS
DL = Day Letter
NM = Night Message
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

Received at Grand Central Terminal Main Concourse, N. Y. ALWAYS OPEN

NBB82 50/49 NL VIA FB=MEXICO CITY NOV 21
BRESKIN AND CHARLTON PUBLISHING CORP=
122 EAST 42 ST=

PLEASE CONTACT MANUFACTURERS LIPSTICK CONTAINERS INVITING
AIRMAIL US SAMPLES LOWEST PRICE RANGE VARIETY AND CLOSELY
FOLLOWING TANGEE SIZES QUOTING PRICES IN FIFTY THOUSAND LOTS
BUT INCLUDING SMART MODERN DESIGNS STOP FOR IMMEDIATE
REFERENCES AND OUR ADDRESS CONSULT RICHARDS PRESIDENT
CAMPBELL EWALD COMPANY YOUR CITY APPRECIATE COOPERATION AND
IMMEDIATE ACTION=

BEACHI PRESIDENT PUBLICIDAD ORGANIZADA S. A.

THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE

The very day this wire was sent us from Mexico, D.F., customer and supplier were brought together; a sale was brought close to its consummation.

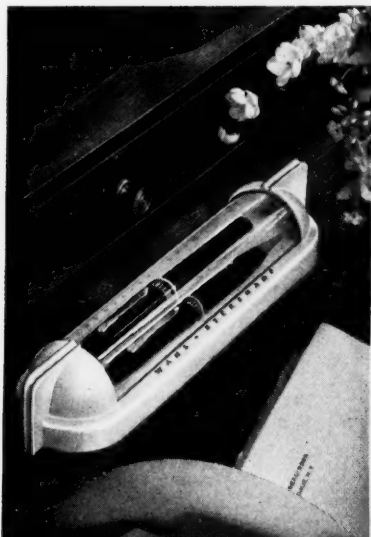
MODERN PACKAGING here supplied the link between buyer and seller—as it does in hundreds of other inquiries that are wired, phoned or written to our offices.

Such inquiries to our offices often pay for a year's advertising. Yet they are only a small fraction of the business that originates in MODERN PACKAGING—Getting your share?

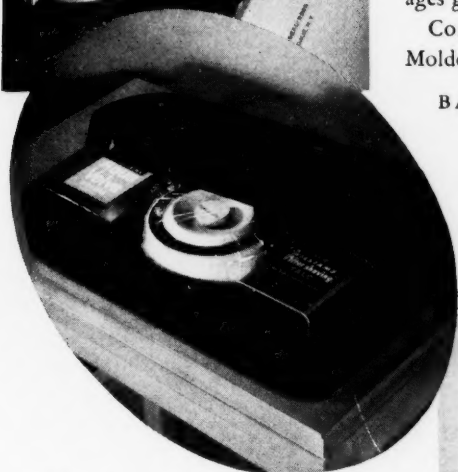
MODERN PACKAGING
122 E. 42nd ST. NEW YORK, N. Y.

TRANSFORM YOUR PRODUCTS INTO *Glamour Goods* WITH BAKELITE MOLDED PACKAGES

Give them display value and
irresistible quality-appeal with these
lustrous, colorful containers



(Above) Dainty ivory-colored self-display package for Wabl Eversharp set designed by Olson Designers. Molded from Bakelite Urea material by Auburn Button Works. (Below) Handsome dual-use or re-fill container for J. B. Williams gift set. Molded from Phenolic Bakelite Molded, by Gorham Mfg. Co.



YOU CAN ADD new allure to practically any type of over-the-counter merchandise by packaging it in sparkling Bakelite Molded packages. The rich appearance and "feel" of these containers, and their distinctive, colorful design, instantly imply "quality" contents.

There is an important *premium* value to the purchaser, also, when your package is made from durable Bakelite Molded. Either as a permanent container for your product, or for later use as an attractive ash tray, handkerchief or cigarette box, Bakelite Molded packages give long service.

Containers made from Bakelite Molded may be obtained in any in-



Gay gift-packaging for Hickok Belts with Phenolic Bakelite Molded dual-use container. Molder: Die-molding Corporation.

dividual design, in any color of the rainbow, and in gem-like transparent, translucent or opaque effects.

Give your products the added sales appeal of a lustrous Bakelite Molded container. Full information on this and other effective packaging methods is included in our 52-page booklet 8C, "A Guide to Modern Packaging". Mail the coupon for your copy *today!*

BAKELITE CORPORATION, 247 Park Avenue, New York, N.Y.

BAKELITE

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation under the capital "B" in the trademark symbol. The symbol is a registered trademark of Bakelite Corporation. The symbol is a registered trademark of Bakelite Corporation. The symbol is a registered trademark of Bakelite Corporation.

PLASTICS HEADQUARTERS

Bakelite Corporation, 247 Park Avenue, New York, N.Y.
Please send complimentary copy of your handbook 8C,
"A Guide to Modern Packaging with Bakelite Materials."

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____



VISIT THE BAKELITE EXHIBIT, HALL OF INDUSTRIAL SCIENCE, NEW YORK WORLD'S FAIR 1939

JANUARY 1939

21

**"I WISHT I WUZ MOISTUREPROOF
LIKE THE NEW
DU PONT PAPER LACQUER!"**



1. Tough luck, Billy. But this lacquer isn't for small boys and stray dogs. It's for manufacturers who want a package coating that keeps outside moisture from getting into products that should be kept *dry* . . . and keeps the moisture *in* products that should be kept *moist*. Assurance of prolonged factory-freshness may be an extremely important point for his advertising.

2. This new Du Pont Moistureproof Paper Lacquer gives a manufacturer's package more *beauty*, too—a crisper, cleaner look—with a brilliant new sparkle to colors and label design. His package will literally *stand out* on store shelves and counters, wherever it appears.

3. And this new lacquer is exceptionally strong and *durable*. It is hard to mar, hard to scuff, hard to scratch. Also—it can be made to resist alcohol,

greases, and other reagents . . . can be modified to give heat resistance, or can be used for heat sealing. And it prevents offsetting and smearing of inks on labels of products that must be packed while hot.

* * *

● Have *you* a packaging need? No two are the same. Du Pont will be glad to create the lacquer formulas best suited to your particular problem. For more details, write:



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Finishes Division, Industrial Sales

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23



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CLOSURES
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ARMSTRONG IS PACKAGING HEADQUARTERS

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Package Design Bureau



Illustrated here are a few of the products of Armstrong's Glass and Closure Division. Armstrong's complete line of closures includes corks of all types, metal caps, Art-mold (molded plastic) caps, crowns, applicators, and CEL-O-SEAL caps and bands. Included in the Whitall Tatum line of glassware are Liquor Ware, Medicinal and Toilet Ware, and General Purpose Ware. Specially molded glass containers are also made in designs of distinctive appearance. The high quality, clear visibility, and distinctive contours of Armstrong's glassware are advantages that create increased sales.

IF your product is packaged in glass, you will be interested in the profit-making features of Armstrong's Package Design Bureau. With a complete line of Armstrong's Closures and a broad range of Whitall Tatum Glass Containers, Armstrong is now equipped to help you in many phases of development and design in the field of glass packaging.

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Plan now to profit through the services of Armstrong's Package Design Bureau. Through centralized responsibility, you are assured of consistent high quality in both closures and glass containers. For complete information, samples, and prices, write Armstrong Cork Company, Glass and Closure Division, 916 Arch Street, Lancaster, Pennsylvania.



ARMSTRONG CORK COMPANY
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It's funny—and tragic too—that nobody has ever before developed complete laboratory control of the *fabrication* of corrugated shipping cases. Funny—because rule-of-thumb methods can so easily cause case failures. Tragic—because such failures are expensive and destructive.

Container Corporation's new **CERTIFIED FABRICATION** substitutes controlled uniformity

for chance in the fabricating processes. Laboratory supervision and predetermined standards control all operations. *Every* material is built to maximum strength and value.

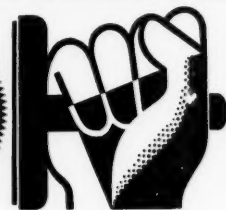
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MODERN PACKAGING

C. A. BRESKIN, PUBLISHER
A. Q. MAISEL, EDITOR



HOW FRUITS MARCH TO MARKET

by Paul Work¹ and Archie Van Doren²

Fruits are sold on natural charm, on color and form, on expected flavor, on sweetness, tang and piquancy, on juice and texture, on the anticipation not only of something good but also of something nice. Wheat is unmarred by rough handling, by climbing elevators and descending chutes. Apples must keep the orchard beauty unmarred by bruises, unblemished by scars or cuts, undulled by careless handling. Nature gives fruit a wrap without seam or crease, a waxy bloom, a color and finish not to be improved by human craft. There is quality to challenge the utmost skill of packager and handler in their effort to carry to pantry, table or buffet bowl a bit of nature's master work all unimpaired.

¹ Professor of Vegetable Crops, Cornell University.
² Assistant in Pomology, Cornell University.

Recent studies of consumer demand show that the housewife is the buyer of fruit for the home. It is to her intelligence and whims that the fruit trade must cater though she, in turn, is guided by the likes and dislikes of her own customers—Dad and the kids.

Appearance is much more significant than variety names. Suitable size, cleanness, high color and fine finish attract while blemishes, dirt and poor color repel.

Fruit is purchased mainly in small lots, especially in the cities, for apartments afford little space for storage.

Though the housewife is the arbiter of sales, the favor of the dealer and of his clerk are not to be neglected. Much of our selling lure is directed toward the handler of goods. The dealer, whether wholesale or retail, is still susceptible to package and goods appeal even



Fruit packaging operations vary from those of the small individual farmer who does all work by hand to the highly mechanized plants of the large packers. Above is seen a portion of California's largest deciduous fruit packing house with 90 packers and 11 graders on the job.



Packers are here shown at work, individually wrapping graded pears. Bulge packed boxes are seen on the way to the lidding machine on the belt in the foreground. Note the cardboard inner liners used to protect the bulge. Photos courtesy Placerville Fruit Growers Assn.

though his first objective is to "turn a penny." If in doubt about this, study the terminal auctions. Smart presentation of goods and smart selling tactics not only break down resistance but they win the enthusiasm that makes the store man or his clerk really want to sell the goods. These influences are often increased in effectiveness when gentle and even subconscious. The grocery clerk who has snagged his thumb on a crate or has had the bottom drop out of a package for him is a poor sales advocate. But, that same clerk likes to be part of a sales job that carries the elements of success. When he cares, he puts himself into it.

What the Package Must Do

Much is expected of the container that must conduct the luscious fruits from orchard and garden to the waiting and critical housewife.

The first job of the package is to carry the goods, inflicting no damage and protecting from outside assaults of heat and drying, handling and transport. Its strength and suitability for harvesting and storing are noteworthy.

The fruit is a living thing, with processes of ripening and perfecting constantly vying with processes of deterioration. These processes are affected by degree of maturity at harvest, by temperature and humidity and by time involved in the whole process of marketing. So, the package must cast its influence in the right direction by its capacity for installation and ventilation.

Bruising of fruit is easily done, is insidious and its effects are serious far beyond realization of most growers and handlers. The housewife knows. A bruise that is invisible at packing time stops the streamline movement of the paring knife. The blade must dip and waste results. When each apple shows one or two of these brown corky spots, she is soon disgusted.

But that is not all, for bruises are likely to be accom-

panied by breaks in the skin where fungus or mold may enter to cause decay. Moreover, critical research has shown that bruising speeds up the rate of respiration and other ripening processes, not only in the affected spot but throughout the specimen. This results in more rapid breakdown than in sound fruits. So, fruit needs to be handled like eggs though damage is little apparent when it happens. Likewise, undue pressures and shocks in containers are to be studiously avoided especially with the more tender varieties.

The appearance of the package must favor ready sales of the contents through fresh bright material, good display and attractive labeling. It must be adapted to the product whether apple, plum or red raspberry.

Gift Packages

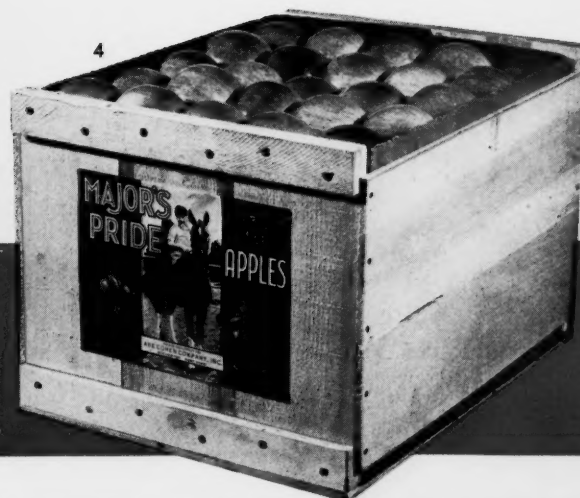
One of the fertile fields in fruit marketing is that of gift packages, as already well developed in citrus but not so suitable for vegetables. Gift packs usually command remunerative prices to more than cover extra costs which are unavoidable with extra sorting, fancy dress and separate shipping. Countless types of containers, regular and special, fancy wraps, covers and other dress-up contrivances are used. Assorted varieties and even combinations of kinds are often included in a single pack.

The Apple

The apple is still the king of American fruits in spite of increase in use of citrus and bananas and some decline in apple production. One statement is to the effect that per capita consumption of apples has declined from 112 lbs. to 58 lbs. in 25 years. Active adjustment of the industry to new conditions with new varieties, better orchards, better handling of the goods and, especially, vigorous sales promotion are all under way and the apple is likely to gain rather than lose in favor with Mr. John Q.



Filled cases receive their lids at this machine which automatically and simultaneously applies the necessary pressure and inserts all nails at both ends of the case—all at the control of a single operator. Cases pass by conveyor to the waiting refrigerator cars on the plant's own siding.



Public. Its inherent qualities of appearance, flavor, texture and suitability for storage and transport all invite the most judicious efforts of the modern marketer.

That only 8 per cent of the fruit consumed in New York City is produced in New York State is a challenge to both producers and handlers. Distant goods must stand the costs of a long haul, of rigid sorting to eliminate goods that will not stand the freight and of heavier costs for other phases of marketing. So, total consumption of fruit is doubtlessly restricted and the problem is not merely a matter of building one business at the expense of another. The total fruit volume is open to profitable development.

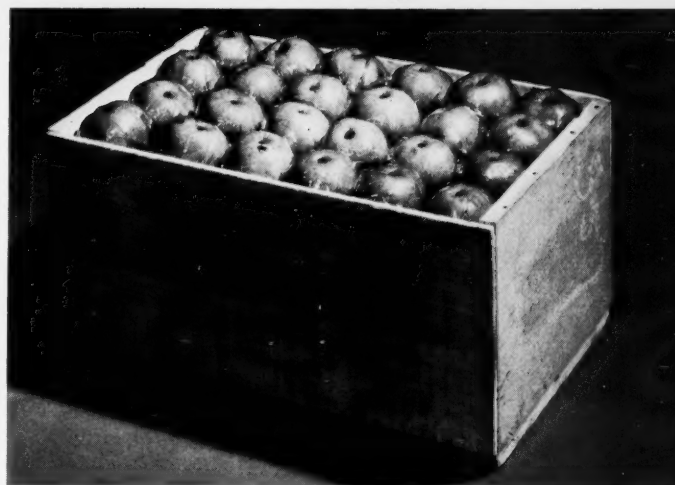
The Ancient Barrel

The man who invented the barrel, centuries ago, was a rare genius. No one since has made a wooden container of equal strength and capacity with less material. The barrel will stand jolts that would burst wide open the best apple box a-going. But apples will not stand to be jolted even if the package will. One book on pomology says the barrel head bruises the apples but the pack is secure! So, today, the barrel for apples lingers only for a small section of export trade.

Standing on one's head to place the facers, "stove-piping" to thwart the inquisitive buyer who might occasionally cut a stave in sampling, these are legends of the past. Bruising in packing and handling, poor display, awkward stowage, oversize for most store keepers—these and other shortcomings are likely to keep the barrel from staging a return engagement.

The Northwestern Box

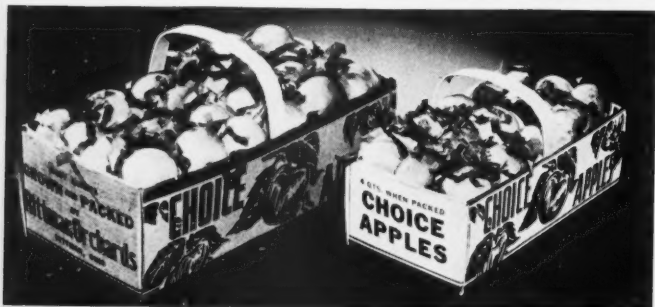
For 40 years or more, the Northwestern box apple, packed systematically in the Northwestern apple box, has been an aristocrat of the world's finest markets. The



4. Eastern Apple Box with cleated end. Note the Eastern layer pack. Photo courtesy Stecher-Traung Lithograph Corp. 5. Western Apple Box with square pack, rather unusual for this type of box. Note Cellophane wraps. Photo courtesy E. I. du Pont de Nemours & Co., Inc.

apples are well grown, carefully harvested, centrally washed and sorted and then packed with every specimen wrapped and placed in formal arrangement for full protection against scar or bruise.

It is of interest to note that, during the current season, there will be a total of over 50,000,000 bushels of apples marketed in this Northwestern apple box. From the North Pacific ports, millions of boxes of apples are shipped annually to the furthestmost parts of the world. More than 5,000,000 boxes of these apples will move into the export trade during the 1938-39 season. When



6. Small corrugated consumer packs set, with additional fibreboard dividers, into brightly printed corrugated shipping containers. Photo courtesy National Container Assn.
7. Bent wood handled, corrugated, printed consumer baskets. Courtesy Ohio Boxboard Co. 8. Stapled corrugated consumer packs and printed corrugated shipper. Courtesy Ohio Boxboard Co. 9. Corrugated shipper with cellular dividers protecting each unit. Courtesy Robert Gair Co., Inc.

we get ready for world trade again, export of fruit should gain greatly, for the apple is as exotic in Singapore as the orange once was in Toronto.

The container is a nailed box of sawed lumber. It has changed but little through many decades. It provides rigidity sufficient to prevent shifting of fruits within and to withstand mild shocks from without. Yet, it is flexible enough to be packed with a moderate bulge, which takes up shrinkage during storage and transport.

It is economical because the lumber is at hand in the mountains which overlook the fertile orchard valleys. This new wood is not only clean and fresh but it carries the attraction which is always associated with texture, grain and color of unpainted lumber. It carries pasted labels perfectly and affords alluring display at auction block, wholesale house or retail store. It is strong to resist the bumps of railway transport, or the crushing load of high stacking in storage room or hold of ship. The wood is undamaged by moisture vapor. Easily handled and requiring little space in the shook, it does require nailing in making up, but modern machines easily surmount that difficulty.

The "box pack" is inseparable from the Northwestern apple box. The packing plant is imposing. Apples from the orchard are carefully fed into a washer, elaborately designed to immerse the fruit in a mild hydrochloric acid bath for removal of spray residue; then, through the dryer and to a second sorting belt where Extra Fancy, Fancy and C grades are separated by hand. A narrow conveyor then carries each grade to its proper sizing line. Some machines achieve this sorting by balanced weights, some by belts with holes or by chain links of successively smaller sizes, some by rope belts which are further apart as the fruit passes on, or by various other ingenious devices. One recent development is a circular revolving packer's bin to receive the sorted apples. The bottom moves up and down on springs according to the quantity contained so that the apples never drop an appreciable distance.

Then the packer does his bit and a highly skilled occupation is his. His practiced eye leads his hand to



just the right apples, so that he can finish the five layers with just the right bulge. And, in actual working, 150 boxes per day or 30 apples per minute are selected, wrapped and placed. This is no unusual speed. Record breakers achieve over 300 boxes a day.

Packing manuals detail the standards for grades, diagram the specific arrangement of apples for each pack and describe the motions for rapid operation. The layer pack places each apple in uniform contact with 6 to 12 others, in that manner evenly distributing the pressure of weight and closure.

Paper wraps and liners and corrugated pads at top and bottom serve to cushion the delicate fruits protecting them against scar and bruise.

Liners are royal purple for Extra Fancy, pink for Fancy, white for Grade C. 20 to 24 lb. newsprint or sulphite may be used. Wraps are of 12 to 14 lb. stock, glazed on one side, and from 9 in. by 9 in. to 12 in. by 12 in., according to size of the apples.

Baskets and Baskets

With demand for a container smaller than the barrel, the bushel basket gained ascendancy in Midwest and East. The older round bottom type has passed out as lacking in stacking strength and as allowing too much flexibility under changing strains. The continuous stave veneer tub basket with three hoops is widely used. The nearer the bottom the lower hoop is placed, the more solid is the container. The export tub has a sawed lumber bottom and heavy veneer staves, with spaces between for ventilation. Covers are of various forms, usually of veneer slats, solid or criss-cross. Many have an edgewise rim to allow for a slight crown pack. One newer design is much like an inch-deep basket and is very attractive.

Handles are of stiff wire, ingeniously attached in various ways to be secure and to avoid danger of cutting fruit when subjected to bending as covers are put on and taken off. Most covers have one long slat that slips under the two handles. Wire loops or flat bands provide the further security of four-point fastening.

The jumble pack is usual for basket apples but ring facing is common. The simpler devices for this purpose provide a tray the size of the basket top on which representative but uniform fruits are placed. A few still pick out the best for facers but efforts at deception by this means are futile. An open-bottom metal form of basket size and a paper liner are then placed over the tray to be filled from the sorting table. The form is removed, the basket is slipped over the apples and liner and the whole

10-11. Both fruit and vegetable case labels have undergone a remarkable transition in recent years. Note particularly the emphasis placed upon the brand names in these colorful examples—not only are letters large, but every layout device focuses attention on the name. Courtesy Stecher-Traug Lithograph Corp. 12. Small folding consumer packs with transparent cellulose windows. Courtesy Sutherland Paper Co.



10



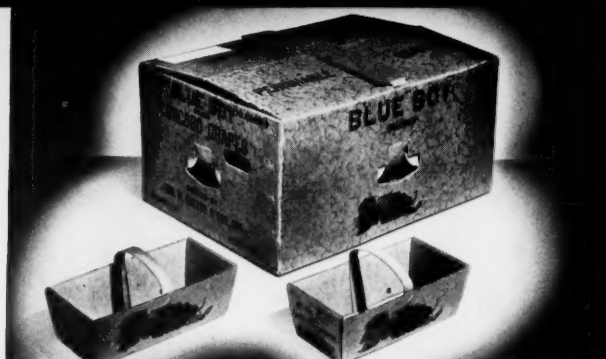
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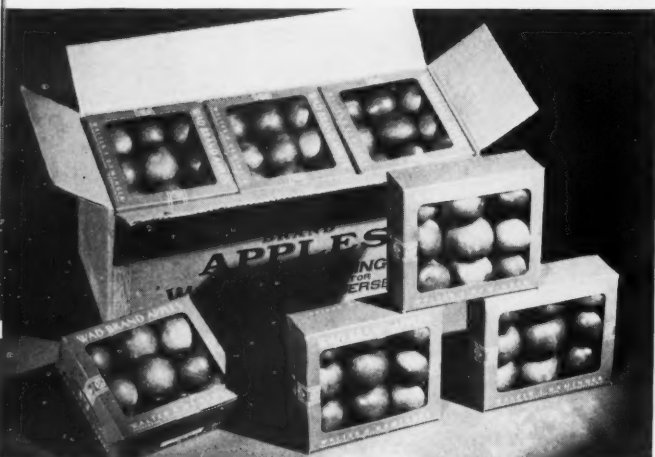




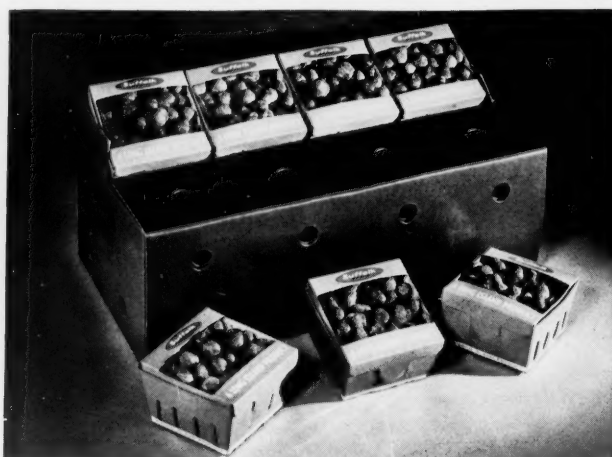
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14



15



16

13. Slant walled, stapled corrugated basket for consumer use. Courtesy Hankins Container Corp. 14. Corrugated consumer baskets are shipped in this ventilated, stapled corrugated container, attractively printed to provide admirable display. Courtesy Inland Container Corp. 15. Windowed folding consumer packs with corrugated shipper. Courtesy Robert Gair Co., Inc. 16. Folding carton consumer packs with cellulose windows carry strawberries within this corrugated shipper. Note careful provision in both shipper and package for ventilation. Courtesy of Robert Gair Co., Inc.

business is inverted, leaving the tray to be lifted off. Pad and cover are then applied. More elaborate devices use withdrawable blades instead of the metal form. A liner is not necessary for these.

Basket packing makes use of paper liners, decorative fringes and cover pads or top sheets of paper. Labels are pasted on side or top or laid under the cover.

Local Market Containers

Tons and tons of apples go to market through the less formal channels—picking bag or basket to field crate and off to town. There is market for good crops and for apples short of the finest. This is recognized in U. S. Standards for Commercial and Utility grades.

Local apples in eastern New England travel in the well nigh universal Boston box, 17 in. by 17 in. by 8 in., and a good container it is. It is used either as gift box or on a returnable basis. When apples are good and a quality market is sought, paper liners are used, lapping over the top and held in place by two laths or slats.

Bushel baskets are widely used over a wide area. This is the leading container in the Appalachian area of Pennsylvania, Maryland and Virginia; in Michigan, Illinois and the Ozarks, for shipment as well as local sale.

For local sale, the square braid basket or its paperboard counterpart finds favor in four, eight, twelve and

sixteen quart sizes. This encourages the "dime's worth" or "quarter's worth" purchaser to accept a larger quantity and is a fine method of delivering "a good buy" of fruit short of fancy pack standards but still perfectly usable when the road from orchard to kitchen is short in both time and distance. The paperboard baskets of corrugated, fibre or impregnated fibre carry trade marks well and are at a distinct advantage since most of them come flat and require little or no stitching in the rapid process of making up.

Eastern Apple Box

A major share of New York and New England apples now move to market in the "Approved Eastern Apple Box," finding widespread preference over the bushel basket. A conference of growers, dealers, box makers and transportation men met this past summer and agreed that inside measure should be 17 in. by 14 in. by 11 in. holding $1\frac{1}{8}$ bushels. When car dimensions require it, an alternate form is 16 in. by $13\frac{5}{8}$ in. by 12 in. It is designed to hold in jumble pack, and without bulge, the contents of a well packed U. S. standard bushel basket. It is inexpensive, stacks and rides well, affords attractive display, minimizes bruising and commands general favor. It is well adapted for picking and storage purposes as well as for shipping and selling.

This box may be made up with solid, cleated or panel ends. Material is commonly New England white pine or similar wood. Net content is normally about 42 lbs. It may be shipped open, slatted or covered. A paper liner is commonly used. Top and bottom pads may be desirable for long shipment.

A wire bound box, 18 in. by 12 in. by 12 in. inside, is available also. It is slightly smaller than the "Approved Eastern" box. It is reported as giving good results but is more costly than the nailed box.

A major factor furthering the use of the Eastern apple box has been the demand for an "open package." The struggle is perennial between those who would make everybody do things right and those who would conserve freedom of judgment and action by evading regulations. Laws supported by forward looking growers and dealers may say every package must be labeled as to name and address of packer, variety, grade and minimum size. But, says someone, "How about the fellow selling a few apples on local market, with neither volume nor resources to support a formal system?" The answer is "The law will apply only to closed packages." So, Mr. Shipper now wants a box that can be *shipped* as an open package without *label*! So, came the Northeastern box.

More recently, a new answer has developed—the McIntosh. This variety is hardy and a great producer for the orchardist. For table quality, it is unexcelled with its beauty of form and color, its crisp and juicy texture, its suitability for both dessert and cooking and its tart refreshing flavor. This does not bar the excellence of heavier flavored and firmer textured varieties whose place none would deny. Eaten out of hand, it is almost the perfect beverage. But, the McIntosh bruises easily and seriously under pressure of barrel or bulged-box packing and it is even somewhat intolerant of the bushel basket unless the padding is well nigh perfect. Experience reveals that a loose pack in a wooden box with ample space delivers the goods with minimum of damage. And that is perhaps the strongest current reason for the Eastern Apple Box.

For the time being, no effort is being exerted for legislation but reliance is placed upon voluntary standardization at least until the proposal has had adequate trial.

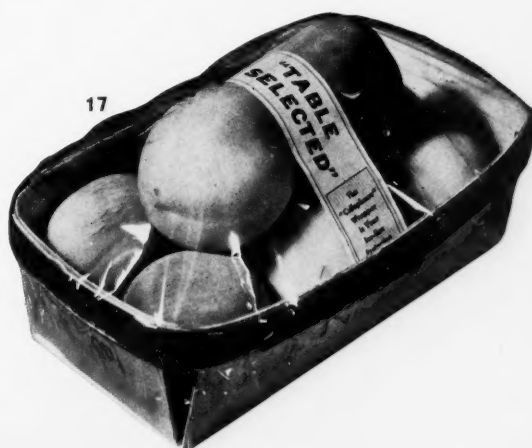
Perennial question for decades has been, "Why does the East not adopt the Northwestern box and pack?" Many reasons may be cited, some weighty and some with little foundation in fact. Among them are cost, and the opportunity to sell many qualities in nearby markets whereas only the best will stand the long distance freight. Necessity for large central packing plants and inertia on the part of all concerned are other factors.

Paperboard Containers

The war is not over—not between, but among, makers of fruit containers of various types. Vencer vies with sawed lumber, nailed boxes with wire-bound, baskets with boxes and paperboard with wood. Each group is organized and most associations as well as many manufacturers are actively engaged in research. Nor is the battle likely to end, for each type of package finds its place, and that a changing place, or else, if defects are serious, it mercifully disappears.

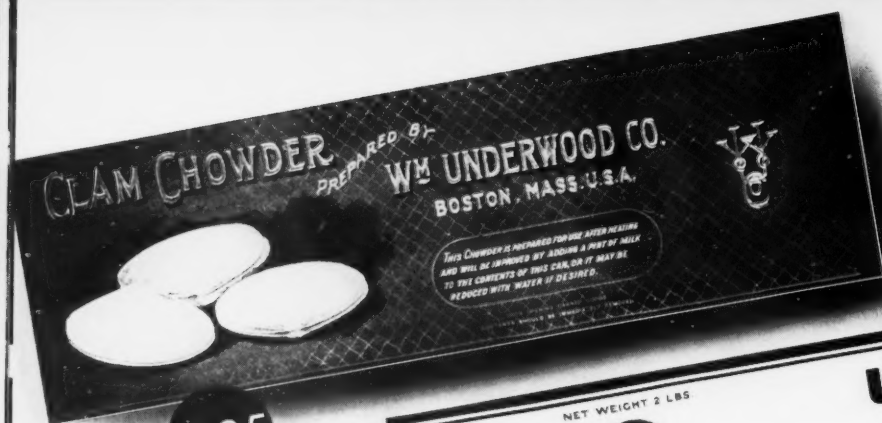
Paperboard offers light weight of package, flat shipment of material and easy make-up. The label is printed in manufacture. Color is readily available. In most cases, accessories such as pads and liners are not required.

The cost battle is still being fought but differences between paperboard containers and others are not wide. Two problems, at least, require (Continued on page 102)



17. Peaches in wood basket with all-over Cellophane wrapper. Courtesy of E. I. du Pont de Nemours & Co., Inc. 18. A group of window cartons used for fruits and vegetables. Note sealed corrugated shipper. Courtesy of Robert Gair Co., Inc. 19. Ventilated consumer carry-pack for apples. Note window construction. Courtesy of Container Corporation of America.





1885



1915



1938

73 YEARS OF PACKAGE CHANGE

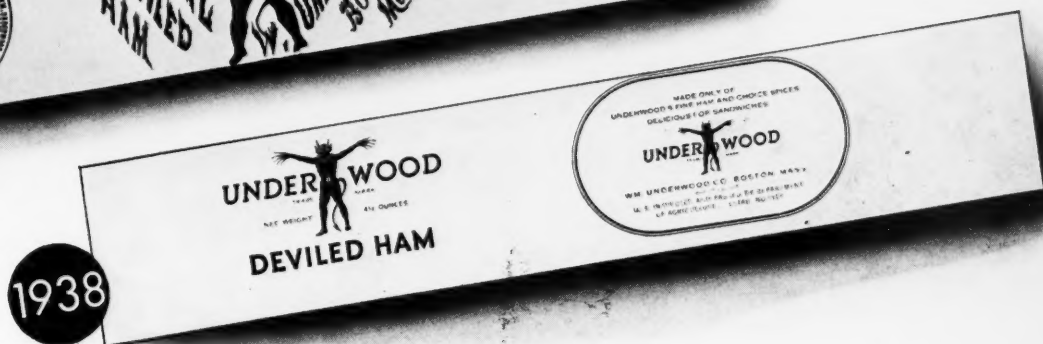
The Wm. Underwood Co. marks the anniversary of its most successful package change

A few miles outside of Boston, one finds a modern factory building nestled in a little valley alongside of the Charles River. In the towns of West Jonesport, McKinley and Rockland, all in Maine, one finds three more such New England factories—neat, modern, yet standing unobtrusively and blending conservatively with the surrounding countryside. All four are owned by the Wm. Underwood Co., owners, too, of one of the oldest of continuously used trade marks in the food industries, a trade mark first originated for the company's deviled ham in 1867.

The origin of the devil trade mark is obvious, rising as it did from the name of the product itself and the original label was distinguished, if anything, by the modern and restrained manner—for that day—in which

the trade mark was utilized. Holding himself in, the designer restricted himself to a picturesque and be-muscled devil, standing with arms outstretched amidst the flames rising from the letters of the product and company name. This lettering, in conformity with the design, curved down and up to provide a perfect picture of dancing flames and though it lacked something in readability, this quality was not to be compared with the value of the picturesqueness which the entire illustration—lettering and devil—presented.

An extremely neat touch and one which must have led the designer to smack his lips in satisfaction was the inclusion of the initial "W" (signifying the "William" of the Wm. Underwood Co.) as the forked tail of Mephistopheles. Side panels of the (Continued on page 96)



MEATS



PUDDINGS



Reproduced from a booklet issued by the Wm. Underwood Co. and produced—and shown here—through the courtesy of the Forbes Lithograph Co.

NEW TYPE FOIL WRAPS

bring pronounced increase to Baker chocolate bars despite absence of advertising promotion

Manufacturers of chocolate bars have, in recent years, generally followed two alternative policies in devising their package wraps. Some have chosen to use plain foils as a product wrap with a paper band over the foil to carry product identification, display matter, trade marking, etc. Others have utilized printed foil wraps applied directly over the chocolate.

Each method had its advantages and its disadvantages. The use of the paper wrap over foil achieved a smooth package surface but sacrificed the glistening and reflective qualities of the foil, to a great degree, as a factor toward enhancing package appearance. The alternative method of printing directly on the foil wrap gained these reflective qualities and permitted the foil's metallic color to be worked into the package design, but the foil, in forming to the shape and molding of the chocolate bar, frequently took on curves and wrinkles which—to some extent—marred the general effect.

The Walter Baker Co., a division of General Foods, has now redesigned its chocolate bar packages to gain the advantages—and lose the disadvantages—of both the methods described above. In the Walter Baker bar, a tight silver foil wraps and protects the chocolate in the usual manner. This wrap is, of course, unprinted. Banded around this is a lacquered foil wrap which provides a smooth, reflective metal surface and permits the use of the smooth lacquer type of printing which is well

suited to the reproduction of the characteristic Baker trade-mark device.

The background surface of the foil itself is lacquer colored to give an opalescent effect, red, blue and gold colorings being used to distinguish the three types of bars—plain chocolate, chocolate with almonds and chocolate with peanuts, respectively.

Both the five-cent bars and the "jumbo size" half-pound family bars utilize a bold design treatment with the Baker trade mark and the Baker name reproduced in blue on a key-shaped white panel. Seemingly on the shadow of this panel—and thus providing a three-dimensional effect—appear the subordinate words designating the particular type of product contained within the wrap. The side panels, which slant slightly in conformity with the shape of the bar itself, repeat the name and product descriptions for easy identification by dealers when the bars are stacked.

The family size bars have Vitamins A, B and D added and utilize the back panel of the wrap to provide exact descriptions as to the quantity and equivalent values of each of these added ingredients.

Sales results achieved since the introduction of the new package are reported to substantially exceed original expectations, in spite of the fact that no advertising has been used since the introduction of the new package.

Credit: Wraps and foil by Reynolds Metals Co., Inc.

The reflective qualities of foil, plus fine display printing values are achieved for Baker's chocolate in these new lacquer colored foil wraps.





Pottery is Coming Back

The old brown jug—like the old grey mare—"just ain't what it used to be." But the pottery jug, having fallen into a period of relative neglect, seems to be returning in many forms and to be attracting the attention of numerous package designers who see unusual possibilities to achieve novel and attractive effects.

During the last year, MODERN PACKAGING has illustrated and discussed a number of cosmetic lines and other products which utilized pottery in one form or another for talcum powders, soaps and similar dry products. Here we see a number of recent packages which have utilized pottery as liquid containers.

Meier's Wine Cellars, Inc., have marketed a line of miniature jugs truly reminiscent of the "old brown jug" in everything but size. In spherical, cylindrical and tapered shapes, these containers present single servings of the company's various wines in a most attractive manner and with a certainty that long after the product has been consumed, they will be retained as household novelties and thus will continue to advertise the company's products, the bulk of which, of course, are sold in larger containers.

For its larger containers, this winery has adopted handmade earthenware pitchers, available in a number of colors, including pink, blue, brown, tan, etc. The sales appeal of these containers has been so great and the available production facilities so limited that the company is reported to have found sales greatly in excess of all supplies.

From California comes another pottery container for which the demand seems likewise to be outrunning the supply. Here a more modern style is utilized in the form of a pottery coffee server equipped with an interesting wooden handle, held in place (Continued on page 94)



1. Accurate reproductions of oldtime brown jug packages are these Meier's miniature pottery wine containers. 2. Of modern design, this honey dispenser combines brightly colored California pottery, with a neat wooden handle. 3. Handmade earthenware pitchers in a variety of finishes are used for the full size Meier's wine packages.



1. One-piece carton construction, with extremely attractive heat-sealing printed outer wrap, is used for Sprague, Warner frosted foods.

APPEARANCE BEGINS TO COUNT

in the packaging programs of
the frozen food industries

As with any new industry, the earlier problems in the frozen food field were centered principally around technical matters and frozen food packaging reflected this concentration of interest, displaying far more progress on the structural material than from the viewpoint of display, merchandising and design. While much development along technical lines is still going on and while many problems still remain unsolved or only partially solved, frozen food packers are beginning to show an increasing awareness of the importance of package appearance and consumer convenience features. Frozen food packages are rapidly climbing out of the "stock box and imprint" class.

Certain conditions inherent in the frozen food industries, as at present set up, will tend to perpetuate the use of the "stock" type of box and wrap designs. The fact that a particularly large proportion of the goods

packed represents the output of small packers working in limited markets, would seem to provide, for a long time to come, for a continuance of the use of such "stock" designs and the experience of other industries has shown that stock packages need not be ugly or ineffectual packages. None the less the trend among the larger producers is definitely toward the placement of greater emphasis on package appearance.

Less than a month ago, Sprague, Warner & Co., one of the oldest wholesale grocery firms in the country, presented its own private label line of frosted fruits, vegetables, seafoods and poultry under its private Richelieu brand. In introducing the new line, an elaborate program of dealer cooperation and consumer education had been planned, and an essential part in this promotional campaign is played by packaging and display.

Folding cartons are utilized for the fruit and vegetable

lines with transparent cellulose inner wrappings and printed, heat-sealing outer wraps. A green, black and white color scheme is utilized to achieve an extremely attractive appearance, suggestive of freezing and differing greatly from the usual run of frosted food containers. Printed cellulose wraps over cartonboard frames are used for frozen seafood packs, thus providing full visibility for the product which serves as background for the imprinted brand designation. Identical wraps are used for various types of seafood and boneless fish, with imprints identifying the particular type of pack on the front face of the wrap. Frozen poultry is likewise wrapped in transparent cellulose with the brand designation in the form of a paper band set under the package wrap. The green, black and white color scheme is followed throughout the line.

Another instance of package development in the frozen food field comes to light in the marketing of pan prepared frosted chicken by the Washington Co-

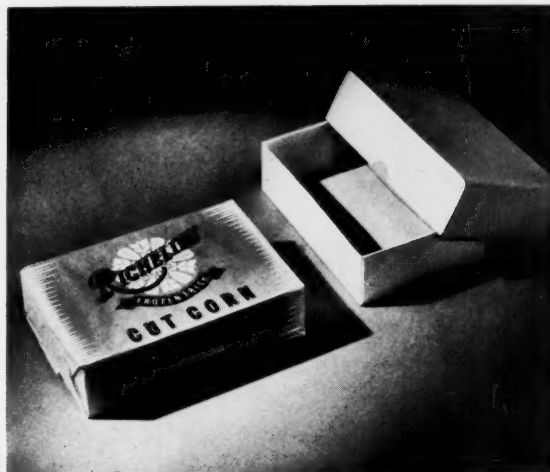
operative Egg & Poultry Assn. The birds are here dressed in the usual manner, then split down the back, cleaned and washed and packed flat in waxed, white cardboard cartons, two broilers being placed in each carton and covered by a sheet of transparent cellulose. The cartons are of break-back construction, permitting the dealer to show the actual product under the transparent cellulose for display purposes.

Another recent development is in the marketing of fibre containers with metal tops and bottoms and friction plug closures for consumer packages of dry packed frozen vegetables. Larger sized cans of metal and fibre have been used for some time for bulk sales to the institutional and industrial trades. The new containers, however, boast moisture-proof lacquered labels of unusually attractive design, reflecting once again the pronounced trend which has set in toward definite improvement in the visual attractiveness of the various types of frosted food containers.



2

2. Pan prepared chickens are wrapped in transparent cellulose and shipped and displayed in break-back printed cartons, permitting a view of the bird itself. 3. Two-piece folding blanks under heat-sealing outer wraps are used for some items in the Sprague, Warner line. 4. A 2½-lb. oblong fibre container and a 5-lb. can of the same construction. These economical containers are used widely for dry-packed frozen vegetables. They are made of 4-ply paraffined fibre bodies and metal ends. Moisture-proof lacquered labels may be attached while the can is being made. Photo courtesy American Can Co.



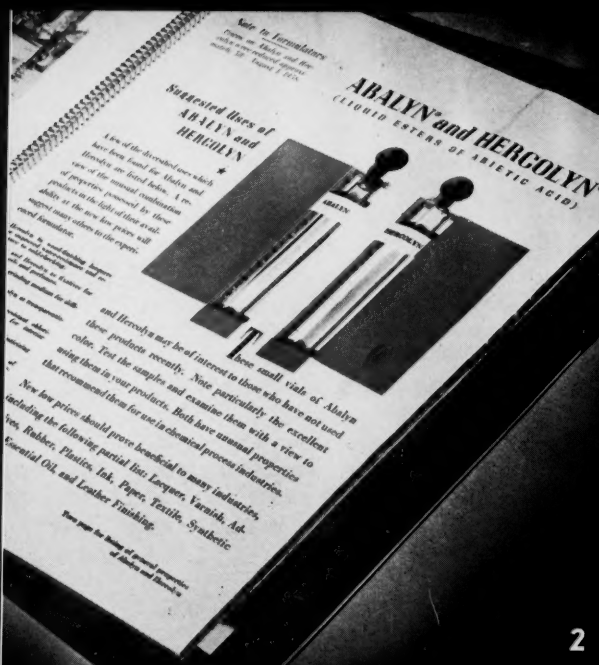
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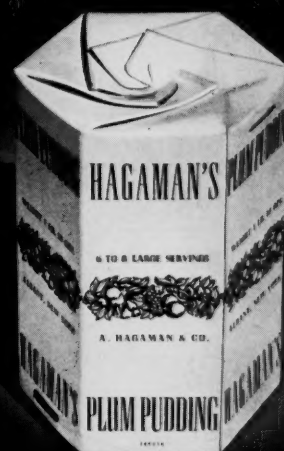
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PACKAGING PAGEANT

1. Here we have flour in a can. Results of this step by The Kansas Flour Mills Corp.? Display value and increased sanitation and utility—easy to carry, easy to open. Container by Continental Can Co. 2. The Hercules Powder Co. incorporates a unique feature in its Number 5, 1938 issue of the publication "Hercules Chemist." Said unique feature is a corrugated board page in which is placed, in die-cut sections, an actual cellulose vial of Abalyn and of Hercolyn, solutions used in chemical processing. The printed page which is pasted over the corrugated board is likewise die-cut in a manner that assures firm position for the vials. Vials by the Lusteroid Container Co., Inc. 3. "Unpop!" corn is an undeniably fine package. A fibre bodied can with tin top and bottom to permit the unpopped kernels to be retailed, retaining the original moisture content. Elliptical shape for convenience in handling. Package design executed to give the largest possible face display on the label. Container by the R. C. Can Co. 4. Small stores and even large ones will welcome this package. Breaking with the traditional practice of supplying bolt lengths of material in a single pattern, Butler Brothers present Ellen Hall yard goods in dress lengths. The merchant thus avoids the headache of disposing of remnants at a loss and he is able to buy small quantities of numerous patterns. The cardboard sleeve locks in the rear by means of a cord twisted over two tabs. The front is die-cut to permit the consumer to see and feel the material. 5. Solano Winery, Inc., steps out significantly in the direction of promoting wine as a meal-time beverage by offering wines in stock 12-oz. green glass containers. Each bottle is an individual serving and when it is brought to the table, its closure is intact. To further emphasize the tamper-proof feature, the words, "Genuine if seal is unbroken" are conspicuously lettered on the back of each bottle. Applied color lettering, in red and white, adds distinctiveness. Bottles by the Owens-Illinois Glass Co. Aluminum seals by the Aluminum Seal Co. 6. Measure it by any barometer you like, the Little Majesty infants' wear line is sure to appeal to mothers. Set-up boxes with wraps that are dainty, use baby pink and blue and feature drawings of baby heads on the box top and sides. These containers replace a conglomeration of packages, with miscellaneous brand names and no uniformity, formerly used by Butler Brothers. Wraps printed by Oberly & Newell. 7. Everyone's interested in a saving. Here's a package that does the job. A sample mailer that utilizes a die-cut top so that when closed an addressed envelope, placed in the package, will show through. The device is acceptable for third class mailing. Work and cost of addressing the package is eliminated while additional selling space is achieved. A recessed platform holds the sample package snugly in position. The box is used by Roche-Organon, Inc. and is a product of the National Metal Edge Box Co. 8. A patented hexagonal carton for plum pudding is used by A. Hagaman & Co. The ends of the side panels interlock to form the closure. Carton by the Fort Orange Paper Co. 9. Twelve of the 57 Heinz food items in a magazine rack, of red morocco imitation leather, nestled in shredded cellulose. Sylphrap by the Sylvania Industrial Corp. 10. This lithographed container replaces a plain tin can with a small printed label. Side panels are given over to recipes and the front face of the can lends itself to effective display. The Black Sign Maple Syrup Co. adopted the new container in an effort to increase its mail order repeat business which had become negligible. Container by the American Can Co.



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PACKAGING PAGEANT



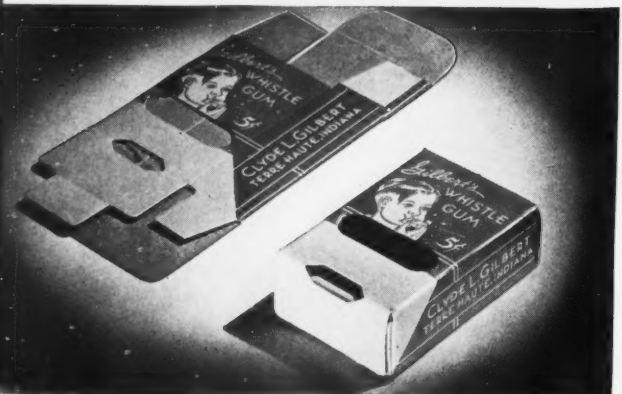
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11. Barton Salt Co. has abandoned the Hour Glass salt label, which it had used for some fifteen years, in favor of a new black, red and white lettered design providing better display and a more modern appearance. The varnished label was produced by Stecher-Traung Lithograph Corp. and is used on a pouring spout fibre can made by the American Can Co.



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12. Glass vials with deep threaded metal closures are used as pocket sized containers for Renaud perfumes marketed by Dale S. Davis Associates. Leather pouches are utilized for single and multiple unit packages. Vials by the Kimble Glass Co.



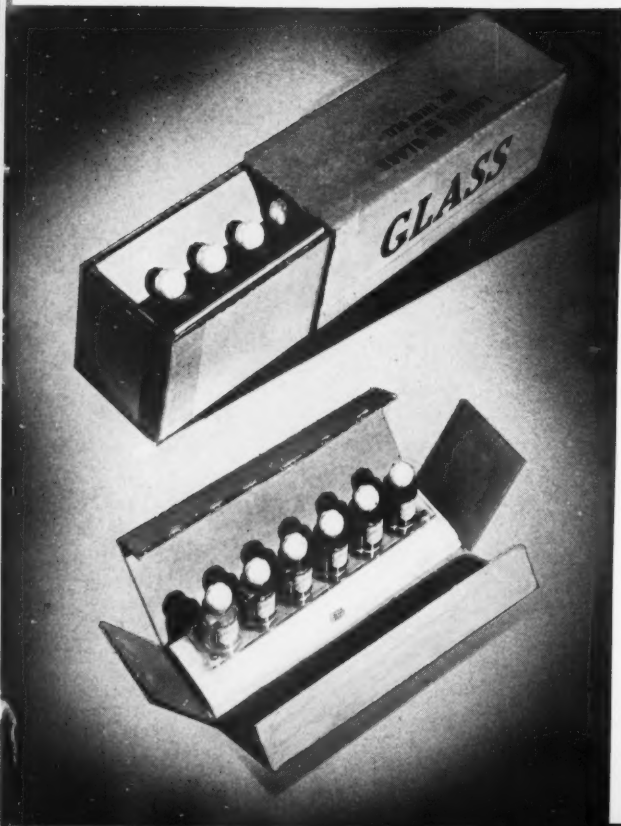
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13. Gum chewing children are supplied with a toy whistle, at no additional cost to the manufacturer, by means of an unusual carton construction utilized by Clyde L. Gilbert for Whistle Gum. The carton holds chewing gum and is so formed as to serve as a shrill-noted whistle after the product is removed.

The device is patented. Cartons manufactured by American Coating Mills, Inc.

14. To ship its attractive cast plastic display tray, complete with six bottles of manicuring materials, the Theon Co., Inc., utilizes this ingeniously constructed corrugated carton, so devised that each bottle is held rigidly in position between the two flaps of the inner corrugated liner.

14



SIMPLICITY FOR COSMETICS

Germaine Monteil achieves unusual elegance
by emphasizing the lack of fluff and frills

More than one Frenchman, after a visit to America, has returned to his native Paris with one idea about the United States—and that is that many American women are prone to judge a product by its package. At any rate, Germaine Monteil, designer of women's clothes and head of the cosmetic firm bearing her name, believes in this contention. Thus she has recently redesigned many of the packages in the toiletry line she markets.

Of these newly styled packages, three were made up for the Christmas season only. They are strikingly handsome containers which achieve marked display value on the counter. A red foil paper is utilized on the set-up boxes, marked simply with the words "Noël, Noël" and the firm's signature in white lettering. The red foil catches and reflects light, creating a glowing spot of color when the containers are grouped together. Of the three gift packages, two were planned to concentrate the sets around an idea which would tend to make the choosing of a cosmetic gift an easy task. Thus both the larger sets contain bath articles which are acceptable to man, woman or child. The third and smallest set holds the new rouge compact and lipstick.

One of the interesting promotions of the year was carried out by elevating the small lipstick into the upper brackets of gifts via a lipstick wardrobe—three small lipsticks resting on an ivory satin cushion encased in a rigid transparent container, the whole tied with ivory satin ribbon. Thus what might ordinarily be a run-of-the-mill gift was established in the higher gift ranks.

Unusual methods of presenting soap, both bath and complexion, were adopted. The bath soap, instead of the customary presentation that emphasizes the container, was in this case shown in such a way as to call attention to the product itself. The tablet of soap, instead of lying flat in its box, is placed on its side so that it stands up in its own case in the same general manner as a bottle of perfume.

The complexion soap follows this general idea, so that when placed on the counter all three tablets are easily visible. The front panel of this set-up display box drops down, exposing the three bars of soap which are cellophane wrapped. When closed the panel is kept in upright position by the lid of the container. The product name appears on both sides of the panel so that whether in open or closed position, identification is made clear.

The three Christmas set-up containers may be seen in the photograph above. Brilliant red foil paper covers these boxes, achieving a definite note of holiday cheer when on display. At the right are the novel display containers for soap, a rigid transparent container for three miniature lipsticks, silver foil covered set-up box with satin ribbon for sachet, and sachet in a bottle with applied lettering.

New packages were adopted for the presentation of sachet. Here a silver foil covered set-up box is utilized, tied with white satin ribbon and the whole overwrapped with cellophane. The only design decoration is the product name in brown lettering appearing on the front panel of the box. A notation as to the product packaged within is found on a small label on the bottom of the container. Sachet powder may be had in a small bottle with an etched stopper. Product name is here applied directly to the glass. The display container in this instance is an ivory covered set-up box with silver foil base. Decorative effects once again, is held to only the appearance of the firm name in silver lettering.

Another change in package- (Continued on page 98)





Miniature Bottles

Find new applications in the gift-ware, cosmetic and other fields



Above: The miniature bottle hangs inverted as the clapper of a bell on a Christmas perfume package. Right: This miniature pinch bottle stands only $1\frac{1}{2}$ inches high.

Miniatures—in every field—have always presented a high degree of fascination to the average person starting in every childhood with the toy soldier, the miniature fire engine and the paper doll. That this fascination is by no means limited to children is amply demonstrated by the vogue for miniature models of ships and trains, the styles in feminine jewelry trinkets which in recent years have run to miniature reproductions of full sized objects, and by many another indication which will readily come to mind.

On this basis alone, miniature containers have also found one of their reasons for existence, since they serve a definite advertising function by arousing curiosity and by reminding the consumer of the appearance of the full sized product and package. New developments in miniature bottles, however, do not rely for their economic justification on novelty alone.

Miniature bottles are today being hand blown from tube stock in an infinite variety of shapes. Closures have been developed, utilizing interior neck threads and rubber gaskets, which afford a tight seal and re-seal and permit the use of such containers for volatile perfumes and similar products. Miniatures, furthermore, are being decorated by metalizing, tinting and coloring, to achieve multiple attractive effects. In short, the minia-

ture bottle offers the designer broad possibilities for the exercise of his ingenuity and skill.

Because of these possibilities, quite a number of holiday cosmetic packages have utilized such miniature bottles, one of the most spectacular being the Elizabeth Arden bell in which the bottle hung, inverted on a small wire fused into the glass, and served as the clapper of a realistic silver bell which formed the outer portion of the package.

Some few of the possible uses for such containers may be listed here, although the reader will readily think of many others on what might be an almost infinitely expanded list. For one thing, in the perfume fields, such bottles may be worked into costume jewelry and in dress accessories as pendants on bracelets, necklaces and pins. Again, such containers should prove useful as premiums to be attached to regular sized containers and to be utilized by the consumer as purse packages. Here they would apply not merely in the perfumery fields, but equally well for eye drops, tablets, nose drops and similar medicaments for which the consumer is likely to find demand at times when the full sized package is not readily available.

Occasionally manufacturers are confronted with the problem of presenting the consumer with an adjustable

product—i.e., as in the case of the shampoo manufacturer who provides a separate vial of oil with his shampoo solution to permit the consumer to suit the degree of oiliness of the solution to his own taste by inserting as little or as much of the extra ingredient, separately presented, as he or she may desire. In such instances, a miniature bottle or vial, a miniature molded container or one made of some other available packaging material, may often prove an advantageous merchandising feature. The consumer—particularly the self-medicating consumer—likes to feel that he has adjusted a product to his own needs or his own personality and this method of supplying an added ingredient in a miniature container offers the means of such adjustment.

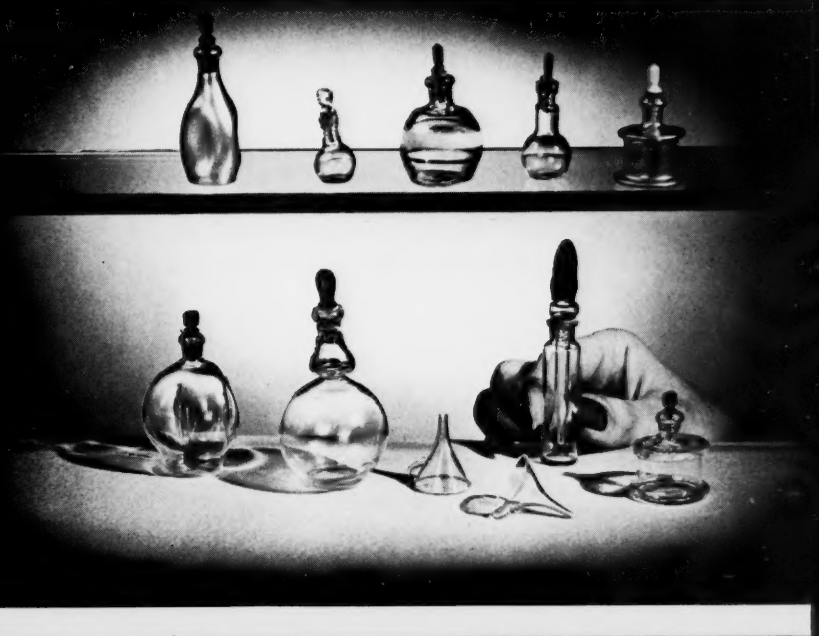
Miniatures—in bottle or other form—likewise provide a means of sampling in a form which possesses the highest

advertising value since the package can be made to reproduce the appearance of the full sized container and since it is likely to be preserved by the recipient as a novelty worthy of retention on office desk, in the home curio cabinet or elsewhere.

A further possibility is offered by miniature containers to permit cross advertising of products and particularly the introduction of a new addition to a manufacturer's line. Here the miniature is enclosed as a premium attached to a full sized package of another product in the line and provides, at relatively low cost, just a sufficient quantity of the new product to permit of sampling and examination. Dealers may be expected to welcome such sampling since it does not delay the purchase of the new product, as would the distribution of full sized samples.

Finally, miniature containers (*Continued on page 94*)

Miniature bottles in a variety of shapes and sizes hand blown from tubular stock. Note the contrast with a human hand as an indication of their size. The miniature funnels are suggested as an aid for re-filling by the consumer.



Vial type miniatures decorated with metalized bands or all-over metallic finishes. Bottles are equipped with inside-threaded necks. Stoppers and applicators are threaded and have rubber cushions immediately above their threads in order to provide a tight closure.



FOOD, DRUG, COSMETIC RULES

promulgated under new Federal law

Secretary Henry A. Wallace has announced his approval of regulations for the enforcement of the new Federal Food, Drug and Cosmetic Act.

The regulations represent a substantial modification of the proposed regulations on which hearings were held in Washington November 17 and 18, 1938. In some respects, the department reports, the changes will provide additional consumer protection. In others the regulations are amended to make them more workable from the standpoint of the industries concerned.

The Secretary's statement follows:

"The regulations under the Federal Food, Drug, and Cosmetic Act promulgated December 22 represent substantial modification of the proposed regulations on which hearings were held November 17 and 18.

"Evidence submitted at the hearings and in briefs and other material submitted for the record up to December 10 has been of great value in effecting this revision. In some respects the changes will further consumer protection. In others, the regulations are made more workable from the standpoint of the industries, without loss of consumer protection.

"In determining the final form of the regulations the Department has attempted to follow the purpose of the statute to afford adequate consumer protection without imposing undue burdens on industry. The testimony at the hearings and in briefs and other material submitted for the record was very carefully reviewed. All changes of substance were based upon substantial evidence in the record.

"Objection was registered at the hearing to the proposed regulation on section 201 (n), relating to differences of opinion with respect to the truth of label representations. The regulation under this section has been rewritten so as to express accurately the interpretation ascribed to this section by the report of the Committee on Interstate and Foreign Commerce of the House of Representatives, in which the section originated.

"Protests were also made on regulations proposed under sections 403(f), 502(c) and 602(c), specifying that information required by the statute be placed on the principal part or panel of the label. The revision of these regulations is designed to meet the practical difficulties expressed by spokesmen for the industries. But it is not intended to authorize labels which in any way fail to make the required information immediately and fully available to consumers.

"Objection was made by some members of the food industries to the narrowness of exemptions carried in the regulations under section 403(i). This section requires that the ingredients of fabricated foods shall appear on the label, but directs that exemptions shall be prescribed by regulation where compliance is impracticable.

It was urged at the hearing that the Department recognize as impracticable label disclosure of ingredients which, because of price fluctuations, are changed from time to time in the manufacture of the food product. In my judgment the revision recommended would exceed the regulation-making power conferred on me by this section of the Act.

"More liberal exemptions of small packages were urged from the requirements of sections 403(e), 502(b) and 602(b) that labels shall bear a statement of the quantity of the contents. Favorable consideration could not be given to such proposals in the light of evidence from consumer groups on the importance, particularly to those having low incomes, of label statements of net contents on packages even smaller than some of those for which the proposed regulations provided exemptions.

"Consideration is now being given by the Treasury Department and the Department of Agriculture to the formulation of revised regulations under section 801 of the Act, relating to imports."

The new regulations, in most cases, apply equally to the three classifications of products—foods, drugs and cosmetics—although the regulations for each class are stated separately and a few exceptions apply to particular classifications.

Under the new definition of labeling, it now includes all written, printed or graphic matter accompanying an article at any time while such article is in interstate commerce or held for sale after shipment or delivery in interstate commerce.

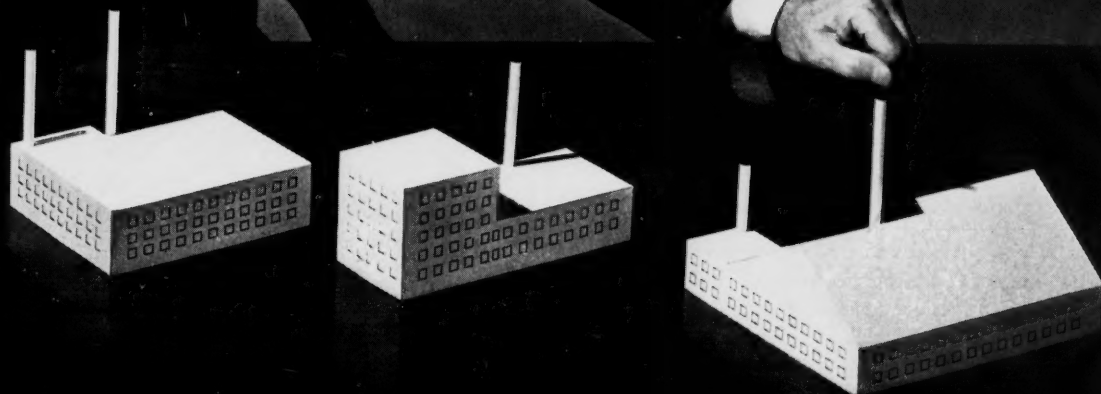
Where there is a material weight of scientific opinion contrary to a representation made on a label, this fact may render the label misleading.

The labeling of a product which contains two or more ingredients may be misleading by reason of the designation of such product in such labeling by a name which includes or suggests the name of one or more but not all such ingredients, even though the names of all such ingredients are stated elsewhere in the labeling. (The Secretary of Agriculture has invited manufacturers to submit suggestions for the establishment of definitions and standards of identity for foods which are fabricated from two or more ingredients.)

If a product is not manufactured by the person whose name appears on the label, the name must be qualified by a phrase which reveals the connection such person has with such product, such as "Manufactured for and Packed by —," "Distributed by —" or other similar phrase which expresses the facts.

If the name of the manufacturer or distributor of a product is not shown in the current city directory or telephone directory, it is necessary that the label shall show the street address of the place of business.

**CHOOSE THE
ONE THAT OFFERS
MOST...**



Let's pass by things like Size of Plant—(you already know Burt serves thousands of clients, large and small).

Let's not mention Quality and Price (how could Burt have grown so big if we didn't offer these?)

There are scores of "extras" you require of a boxmaker that aren't found in his quotation.

Take package-development, for example. Burt doesn't claim to know more about merchandising your product than you do—but we *can* interpret your needs. Our salesmen know products, know markets, know packages.

They're aces in matters of production too. Should you need a package totally unlike anything on the market, they can probably develop the machine to produce them. They've *done it* on innumerable occasions, and have created packages that couldn't be obtained elsewhere—and *still can't*, because Burt alone has the machine to make them.

But this is just one of the many "extras" Burt clients benefit by. It's this capacity for planning . . . following through on every job . . . never leaving a client in a lurch . . . that marks us apart . . . that marks BURT the boxmaker who offers most to you!

F. N. Burt Company, Inc.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY
630 Fifth Avenue
Room 1461

PHILADELPHIA
A. B. Hebel
P. O. Box 6308
W. Market St. Sta.

NEW ENGLAND
A. B. Bacon
BOSTON
120 Boylston St.

SPRINGFIELD
P. O. Box 214
Highland Station

CHICAGO
Room 2203
919 N. Michigan Ave.

CLEVELAND
W. G. Hazen
P. O. Box 2445
E. Cleveland, Ohio

CINCINNATI
221 Walnut Street
Telephone MAin 0367

MEMPHIS
Frank D. Jackson
2150 Washington Ave.

MINNEAPOLIS
J. E. Moor
3329 Dupont Ave. South

LOS ANGELES
Louis Andrews
623 1/2 South Grand Ave.

CANADIAN DIVISION
Dominion Paper Box Co., Ltd.
469-483 King Street, West
Toronto 2, Canada

Detailed provisions cover the manner of stating the quantity of the contents in the package and there is a provision that the statement of weight or measure may be supplemented by the metric weight or measure. With few exceptions, the statement must express the quantity in terms of the largest unit of measure contained in the package. For example, the label on a package containing one quart is not permitted to read "2 pints" or "32 fluid oz." Provision is made for tolerances due to unavoidable conditions and certain exemptions are provided for very small packages.

Any word, statement or other information required to appear on the label must be prominently and conspicuously shown on the part of the label which is presented or displayed under customary conditions of purchase. In other words, the consumer must have every opportunity to observe the facts in which she is or may be interested. Failure of the label to include all the essential information may not be excused because of the fact that the label space is used for purposes not required under the statute or because of the fact that the label does not use all of the space available for it on the package.

The English language is required for all mandatory label information and, if the label contains any representation in a foreign language, all words, statements and other information required by the Act must appear thereon in the foreign language. However, the foreign language may not be permitted to interfere with, or use the space needed for, the labeling which is required in the English language.

The presence of spices, flavorings, artificial colorings or chemical preservatives must be stated on the label. A product consisting of two or more ingredients must be properly labeled to reveal the proportion of each ingredient. Even though not in package form, a food which contains spices, artificial coloring, flavoring or chemical preservative must be labeled to reveal that fact.

Certain exemptions are provided for shipments of products in the trade, to be processed, labeled or repacked. Exemptions are also provided for export shipments if properly labeled according to the laws of the country to which such shipments are to be exported. Certain provisions apply specifically to the labeling of narcotics or habit-forming drugs. Other administrative provisions cover the manner of taking samples of suspected products.

Reprinted below are those portions of the new regulations which have particular application to the packaging activities of the food, drug and cosmetic producers. The caption of each of the following regulations designates the section of the Act under which the regulation is issued.

SECTION 201 (M)

Labeling includes all written, printed, or graphic matter accompanying an article at any time while such article is in interstate commerce or held for sale after shipment or delivery in interstate commerce.

SECTION 201 (N)

The existence of a difference of opinion, among experts qualified by scientific training and experience, as to the truth of a representation made or suggested in the labeling is a fact (among other facts) the failure to reveal which may render the labeling misleading, if there is a material weight of opinion contrary to such representation.

SECTION 403 (A)

(a) Among representations in the labeling of a food which render such food misbranded is a false or misleading representation with respect to another food or a drug, device, or cosmetic.

(b) The labeling of a food which contains two or more ingredients may be misleading by reason (among other reasons) of the designation of such food in such labeling by a name which includes or suggests the name of one or more but not all such ingredients, even though the names of all such ingredients are stated elsewhere in the labeling.

(Identical provisions apply to drugs [Section 502A] and cosmetics [Section 602A]. Editor.)

SECTION 403 (E)

(a) If a food is not manufactured by the person whose name appears on the label, the name shall be qualified by a phrase which reveals the connection such person has with such food, such as "Manufactured for and Packed by _____," "Distributed by _____," or other similar phrase which expresses the facts.

(b) The statement of the place of business shall include the street address, if any, of such place, unless such street address is shown in a current city directory or telephone directory.

(c) If a person manufactures, packs, or distributes a food at a place other than his principal place of business, the label may state the principal place of business in lieu of the actual place where each package of such food was manufactured or packed or is to be distributed, if such statement is not misleading in any particular.

(e) (1) The statement of the quantity of the contents shall reveal the quantity of food in the package, exclusive of wrappers and other material packed with such food.

(2) The statement shall be expressed in the terms of weight, measure, numerical count, or a combination of numerical count and weight or measure, which are generally used by consumers to express quantity of such food and which give accurate information as to the quantity thereof. But if no general consumer usage in expressing accurate information as to the quantity of such food exists, the statement shall be in terms of liquid measure if the food is liquid, or in terms of weight if the food is solid, semi-solid, viscous, or a mixture of solid and liquid; except that such statement may be in terms of dry measure if the food is a fresh fruit, fresh vegetable, or other dry commodity.

(f) (1) A statement of weight shall be in terms of the avoirdupois pound and ounce. A statement of liquid measure shall be in terms of the United States gallon of 231 cubic inches and quart, pint, and fluid ounce subdivisions thereof, and, except in case of frozen food which is so consumed, shall express the volume at 68° Fahrenheit (20° Centigrade). A statement of dry measure shall be in terms of the United States bushel of 2150.42 cubic inches and peck, dry quart, and dry pint subdivisions thereof, or in terms of the United States standard barrel and its subdivisions of third, half, and three-quarters barrel. However, in the case of an export shipment, the statement may be in terms of a system of weight or measure in common use in the country to which such shipment is exported.

(2) A statement of weight or measure in the terms specified in subdivision (1) of this paragraph may be supplemented by a statement in terms of the metric system of weight or measure.

(3) Unless an unqualified statement of numerical count gives accurate information as to the quantity of food in the package, it shall be supplemented by such statement of weight, measure, or size of the individual units of the food as will give such information.

(h) (1) If the quantity of food in the package equals or exceeds the smallest unit of weight or measure which is specified in paragraph (f) of this regulation, and which is applicable to such food under the provisions of paragraph (e) (2) of this regulation, the statement shall express the number of the largest of such units contained in the package (for example, the statement on the label of a package which contains one quart of food shall be "1 quart," and not "2 pints" or "32 fluid ounces"), unless the statement is made in accordance with the provisions of subdivision (2) of this paragraph. Where such number is a whole number and a fraction, there may be substituted for the fraction its equivalent in small units, if any smaller is specified in such paragraph (f) (for examples, $1\frac{1}{4}$ quarts may be expressed as "1 quart $1\frac{1}{4}$ pints" or "1 quart 1 pint 8 fluid ounces"; $1\frac{1}{4}$ pounds may be expressed as "1 pound 4 ounces"). The stated number of any unit which is smaller than the largest unit (specified in such paragraph (f)) contained in the package shall not equal or exceed the number of such smaller units in the next larger unit so specified (for examples, instead of "1 quart 16 fluid ounces" the statement shall be "1 $\frac{1}{2}$ quarts" or "1 quart 1 pint"; instead of "24 ounces" the statement shall be "1 $\frac{1}{2}$ pounds" or "1 pound 8 ounces").

(2) In the case of a food with respect to which there exists an established custom of stating the quantity of the contents as a fraction of a unit, which unit is larger than the quantity contained in the package, or as units smaller than the largest unit contained therein, the statement may be made in accordance with such custom if it is informative to consumers.

(i) The statement shall express the minimum quantity, or the average quantity, of the contents of the packages. If the statement is not so qualified as to show definitely that the quantity expressed is the minimum quantity, the statement shall be considered to express the average quantity.

(j) Where the statement expresses the minimum quantity, no variation below the stated minimum shall be permitted except variations below the stated weight or measure caused by ordinary and customary exposure, after the food is introduced into interstate commerce, to conditions which normally occur in good distribution practice and which unavoidably result in decreased weight or measure. Variations above the stated minimum shall not be unreasonably large.

(k) Where the statement does not express the minimum quantity—

(1) variations from the stated weight or measure shall be permitted when caused by ordinary and customary exposure, after the food is introduced into interstate commerce, to conditions which normally occur in good distribution practice and which unavoidably result in change of weight or measure;

(2) variations from the stated weight, measure or numerical count shall be permitted when caused by unavoidable deviations in weighing, measuring, or counting individual packages which occur in good packing practice.

But under subdivision (2) of this paragraph variations shall not be permitted to such extent that the average of the quantities in the packages comprising a shipment or other delivery of the food is below the quantity stated, and no unreasonable shortage in any package shall be permitted, even though overages in other packages in the same shipment or delivery compensate for such shortage.

(l) The extent of variations from the stated quantity of the contents permissible under paragraphs (i) and (k) of this regulation in the case of each shipment or other delivery shall be determined by the facts in such case.

(m) A food shall be exempt from compliance with the requirements of clause (2) of section 403 (e) of the Act if—

(1) the quantity of the contents, as expressed in terms applicable to such food under the provisions of paragraph (e) (2) of this regulation, is less than one-half ounce avoirdupois, or less than one-half fluid ounce, or (in case the units of the food can be easily counted without opening the package) less than six units; or

(2) the statement of the quantity of the contents of the package, together with all other words, statements, and information required by or under authority of the Act to appear on the label, cannot, because of insufficient label space, be so placed on the label as to comply with the requirements of section 403 (f) of the Act and regulations promulgated thereunder.

(Similar provisions apply to drugs [Section 502B] except for permission to use metric weights and measures and to cosmetics [Section 602B]. Editor.)

LUSTROUS ARTMOLD CAPS

provide 3 essential advantages...



**EYE-APPEAL !
SEALING SECURITY !
EASE OF USE**

TAKE eye-appeal first. Armstrong's Artmold Caps are available in a wide range of attractive colors in standard designs, or may be molded to your own specifications. These lustrous, smooth-textured molded-plastic caps may be selected to harmonize perfectly with other units of your package.

Armstrong's Artmold Caps also provide maximum protection against leakage and evaporation. Carefully controlled molding assures caps that seal tightly and securely at all times. And though these caps seal tightly, they are easy to remove and replace when the packages are in use. Even the most delicate feminine fingers can remove or replace them with little effort. A simple twist removes an Artmold Cap—another twist and it's back in place.

Give your product the important, sales-making advantages that Artmold Caps provide. For full information, write Armstrong Cork Co., Glass and Closure Division, 916 Arch Street, Lancaster, Pennsylvania.



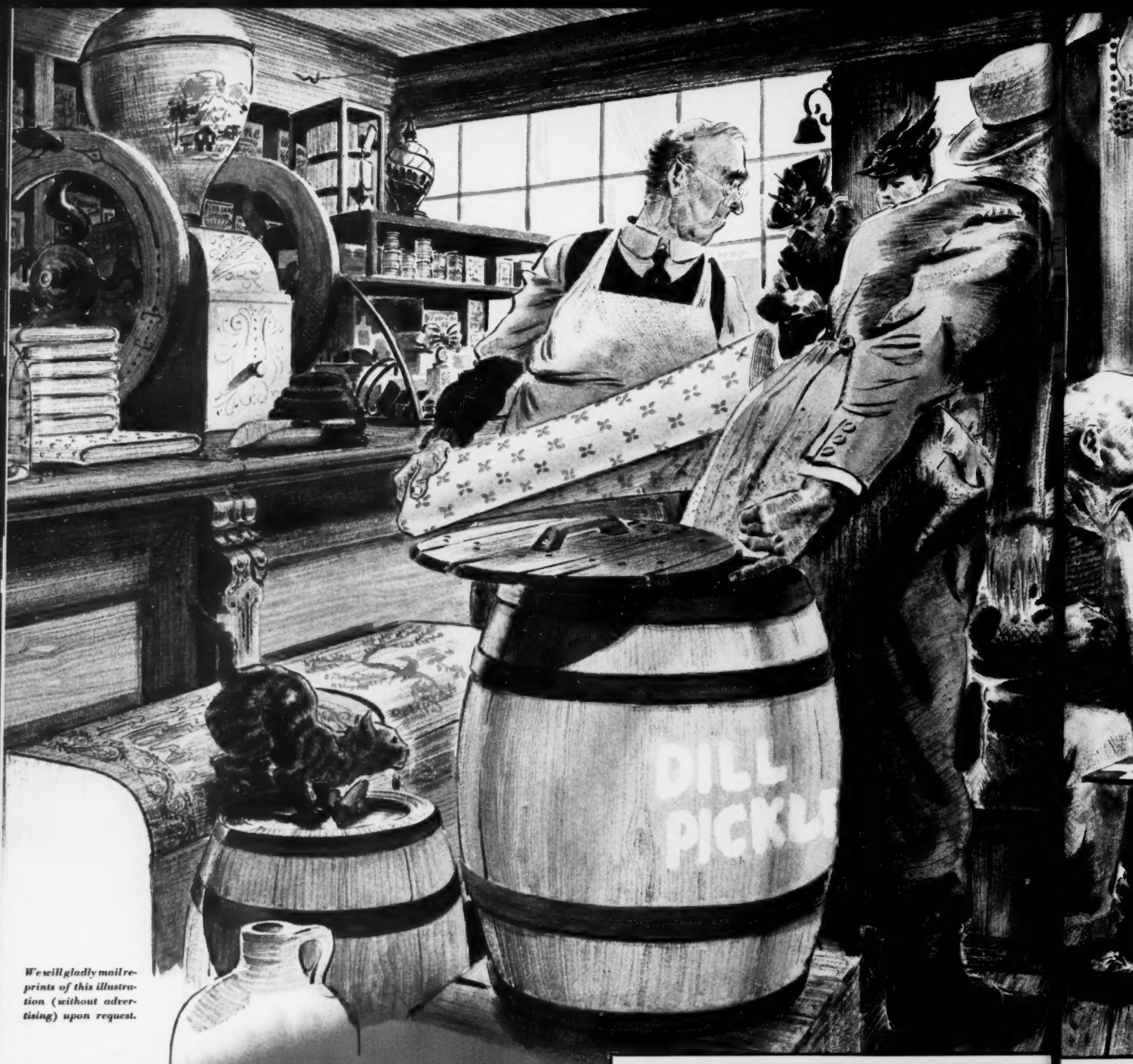
ARMSTRONG IS PACKAGING HEADQUARTERS

Since the glass container line of the Whitall Tatum Company of Millville, N. J., has been added to Armstrong's complete line of closures, Armstrong is now in a position to offer manufacturers of glass-packaged products a new and complete packaging service.

This greatly expanded service centralizes responsibility in one company

and assures you of consistent high quality in both closures and glassware. In addition, Armstrong's Design Service, Engineering facilities and Research Laboratories are at your disposal to assist you in every phase of package development and production from the drawing board to the finished glass package and shipping container.

Armstrong's **ARTMOLD CAPS**



We will gladly mail-reprints of this illustration (without advertising) upon request.

WHAT HAPPENED TO THE PICKLE BARREL?



The new Vogue line combines the utility and beauty, so important in today's highly competitive toiletry field.



Handsome O-I Lustreal molded closures are CAPturing sales for packers by adding a final note of QUALITY.

This beautiful practical new weight line of Ovals together with the right label and cartons lowers every requirement for a million volume-built Salespack.



Much as we like to cling to the memories of years gone by, one by one, they slip away into oblivion... Modern packaging eliminated the pickle barrel, the cracker barrel... and other historic landmarks found in every type of retail store at the turn of the century.

And just as old-fashioned means of marketing have disappeared—so have slow and inefficient methods of manufacturing been supplanted by modern methods and machinery—production costs have been reduced, the quality average raised.

But change is still with us. Public fancy still is fickle, and sales battles are being won because consumers are attracted to

newness and novelty... brightness and beauty in a sales package.

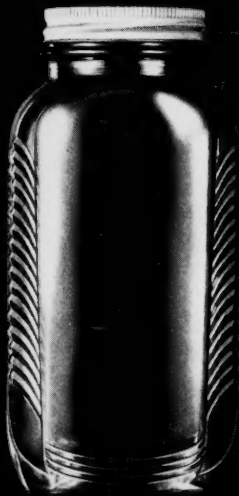
Trademarked merchandise is your business and Salespackages of Glass is ours. That's why we believe it will pay you to combine your experience with our specialized knowledge of modern packaging... Any O-I representative will arrange to put your problem before our Packaging Research Division. Owens-Illinois Glass Company, Toledo, Ohio.

OWENS-ILLINOIS

"FIRST IN GLASS"

You will be welcomed at our Booth No. 102 at the Canners Convention.

his beautiful and practical new lightweight line of O-I Jvals together with the right label, closure and carton answers every requirement for a modern, volume-building Salespackage.



SECTION 403 (F)

(a) A word, statement, or other information required by or under authority of the Act to appear on the label may lack that prominence and conspicuousness required by section 403 (f) of the Act by reason (among other reasons) of—

(1) the failure of such word, statement, or information to appear on the part or panel of the label which is presented or displayed under customary conditions of purchase;

(2) the failure of such word, statement, or information to appear on two or more parts or panels of the label, each of which has sufficient space therefor, and each of which is so designed as to render it likely to be, under customary conditions of purchase, the part or panel displayed;

(3) the failure of the label to extend over the area of the container or package available for such extension, so as to provide sufficient label space for the prominent placing of such word, statement, or information;

(4) insufficiency of label space (for the prominent placing of such word, statement, or information) resulting from the use of label space for any word, statement, design, or device which is not required by or under authority of the Act to appear on the label;

(5) insufficiency of label space (for the prominent placing of such word, statement, or information) resulting from the use of label space to give materially greater conspicuousness to any other word, statement, or information, or to any design or device; or

(6) smallness or style of type in which such word, statement, or information appears, insufficient background contrast, obscuring designs or vignettes, or crowding with other written, printed, or graphic matter.

(b) No exemption depending on insufficiency of label space, as prescribed in regulations promulgated under section 403 (e) or (f) of the Act, shall apply if such insufficiency is caused by—

(1) the use of label space for any word, statement, design, or device which is not required by or under authority of the Act to appear on the label;

(2) the use of label space to give greater conspicuousness to any word, statement, or other information than is required by section 403 (f) of the Act; or

(3) the use of label space for any representation in a foreign language.

(c) (1) All words, statements, and other information required by or under authority of the Act to appear on the label or labeling shall appear thereon in the English language.

(2) If the label contains any representation in a foreign language, all words, statements, and other information required by or under authority of the Act to appear on the label shall appear thereon in the foreign language.

(3) If the labeling contains any representation in a foreign language, all words, statements, and other information required by or under authority of the Act to appear on the label or labeling shall appear on the labeling in the foreign language.

(Identical provisions apply to drugs [Section 502C] and cosmetics [Section 602C]. Editor.)

SECTION 403 (I)

(a) The name of an ingredient (except a spice, flavoring, or coloring which is an ingredient of a food other than one sold as a spice, flavoring, or coloring), required by section 403 (i) (2) of the Act to be borne on the label of a food, shall be a specific name and not a collective name. But if an ingredient (which itself contains two or more ingredients) conforms to a definition and standard of identity prescribed by regulations under section 401 of the Act, such ingredient may be designated on the label of such food by the name specified in the definition and standard, supplemented in case such regulations require the naming of optional ingredients present in such ingredient, by a statement showing the optional ingredients which are present in such ingredient.

(b) No ingredient shall be designated on the label as a spice, flavoring, or coloring unless it is a spice, flavoring, or coloring, as the case may be, within the meaning of such term as commonly understood by consumers. The term "coloring" shall not include any bleaching substance.

(c) An ingredient which is both a spice and a coloring, or both a flavoring and a coloring, shall be designated as spice and coloring, or flavoring and coloring, as the case may be, unless such ingredient is designated by its specific name.

(d) A label may be misleading by reason (among other reasons) of—

(1) the order in which the names of ingredients appear thereon, or the relative prominence otherwise given such names; or

(2) its failure to reveal the proportion of, or other fact with respect to, an ingredient, when such proportion or other fact is material in the light of the representation that such ingredient was used in fabricating the food.

(e) (1) A food shall be exempt from the requirements of clause (2) of section 403 (i) of the Act if all words, statements, and other information required by or under authority of the Act to appear on the label of such food, cannot, because of insufficient label space, be so placed on the label as to comply with the requirements of section 403 (f) of the Act and regulations promulgated thereunder. But such exemption shall be on the condition that, if the omission from the label of the statement of the quantity of the contents affords sufficient space to state legibly thereon all the information required by such clause (2), such statement of the quantity of the contents shall be omitted as authorized by regulation (m) (2) under section 403 (e) of the Act, and the information required by such clause (2) shall be so stated as prominently as practicable even though the statement is not of such conspicuousness as to render it likely to be read by the ordinary individual under customary conditions of purchase.

(2) In the case of an assortment of different items of food, when variations in the items which make up different packages packed from such assortment normally occur in good packing practice, and when such variations result in variations in the ingredients in different packages, such food shall be exempt from compliance with the requirements of clause (2) of section 403 (i) of the Act with respect to any ingredient which is not common to all packages. But such exemption shall be on the condition that the label shall bear, in conjunction with the names of such ingredients as are common to all packages, a statement in terms which are as informative as practicable and which are not misleading, indicating that other ingredients may be present.

(Somewhat similar provisions apply to drugs [Section 502E]. Editor.)

SECTION 403 (K)

(b) A food which is subject to the requirements of section 403 (k) of the Act shall bear labeling, even though such food is not in package form.

(c) A statement of artificial flavoring, artificial coloring, or chemical preservative shall be placed on the food, or on its container or wrapper, or on any two or all of these, as may be necessary to render such statement likely to be read by the ordinary individual under customary conditions of purchase and use of such food.

(d) A food shall be exempt from compliance with the requirements of section 403 (k) of the Act if it is not in package form and the units thereof are so small that a statement of artificial flavoring, artificial coloring, or chemical preservative, as the case may be, cannot be placed on such units with such conspicuousness as to render it likely to be read by the ordinary individual under customary conditions of purchase and use.

SECTION 405

(a) (1) An open container is a container of rigid or semi-rigid construction, which is not closed by lid, wrapper, or otherwise.

(2) An open container of a fresh fruit or fresh vegetable, the quantity of contents of which is not more than one dry quart, shall be exempt from the labeling requirements of paragraphs (e), (g) (2) (with respect to the name of the food specified in the definition and standard), and (j) (1) of section 403 of the Act, but such exemption shall be on the condition that if two or more such containers are enclosed in a crate or other shipping package, such crate or package shall bear labeling showing the number of such containers enclosed therein and the quantity of the contents of each.

(b) Except as provided by paragraphs (c) and (d) of this regulation, a shipment or other delivery of a food which is, in accordance with the practice of the trade, to be processed, labeled, or repacked in substantial quantity at an establishment other than that where originally processed or packed, shall be exempt, during the time of introduction into and movement in interstate commerce and the time of holding in such establishment, from compliance with the labeling requirements of section 403 (c), (e), (g), (h), (i), (j) and (k) of the Act if—

(1) the person who introduced such shipment or delivery into interstate commerce is the operator of the establishment where such food is to be processed, labeled, or repacked; or

(2) in case such person is not such operator, such shipment or delivery is made to such establishment under a written agreement, signed by and containing the post-office addresses of such person and such operator, and containing such specifications for the processing, labeling, or repacking, as the case may be, of such food in such establishment as will insure, if such specifications are followed, that such food will not be adulterated or misbranded within the meaning of the Act upon completion of such processing, labeling, or repacking. Such person and such operator, shall each keep a copy of such agreement until all of such shipment or delivery has been removed from such establishment, and shall make such copies available for inspection at any reasonable hour to any officer or employee of the Department who requests them.

(c) An exemption of a shipment or other delivery of a food under clause (1) of paragraph (b) of this regulation shall, at the beginning of the act of removing such shipment or delivery, or any part thereof, from such establishment, become void ab initio if the food comprising such shipment, delivery, or part is adulterated or misbranded within the meaning of the Act when so removed.

(d) An exemption of a shipment or other delivery of food under clause (2) of paragraph (b) of this regulation shall become void ab initio with respect to the person who introduced such shipment or delivery into interstate commerce upon refusal by such person to make available for inspection a copy of the agreement, as required by such clause.

(e) An exemption of a shipment or other delivery of a food under clause (2) of paragraph (b) of this regulation shall expire—

(1) at the beginning of the act of removing such shipment or delivery, or any part thereof, from such establishment if the food comprising such shipment, delivery, or part is adulterated or misbranded within the meaning of the Act when so removed; or

(2) upon refusal by the operator of the establishment where such food is to be processed, labeled, or repacked, to make available for inspection a copy of the agreement, as required by such clause.

(Similar provisions apply to drugs [Section 503A] and cosmetics [Section 603]. Editor.)

SECTION 501 (E)

(a) The name by which a drug is designated shall be clearly distinguishing and differentiating from any name recognized in an official compendium unless such drug complies in identity with the identity prescribed in an official compendium under such recognized name.

(b) The term "drug defined in an official compendium" means a drug having the identity prescribed for a drug in an official compendium.

(c) A statement that a drug defined in an official compendium differs in strength, quality, or purity from the standard of strength, quality, or purity set forth for such drug in an official compendium shall show all the respects in which such drug so differs, and the extent of each such difference.

SECTION 502 (D)

(a) (1) The name of a substance or derivative required by or under authority of section 502 (d) of the Act to be borne on the label of a drug shall be the name by which such substance is designated in such section 502 (d), or such derivative is designated in regulations promulgated thereunder.

(2) A statement on the label of a drug of the name of a constituent, which constituent is a chemical derivative of a substance named in section 502 (d) of the Act, shall show the substance from which such constituent is derived and that such constituent is a derivative thereof.

(b) (1) If the drug is in tablet, capsule, ampul, or other unit form, the statement of the quantity of such substance or derivative contained therein shall express the weight or measure of such substance or derivative in each such unit. If the drug is not in such unit form the statement shall express the weight or measure of such substance or derivative in a specified unit of weight or measure of the drug. Such statement shall be in terms which are informative to the ordinary consumer and user of the drug.

(2) The statement of the percentage of such substance or derivative contained in a drug shall express the percentage by weight, except that, if both the substance or derivative and the drug are liquid, the statement may express the percentage by volume at 68° Fahrenheit (20° Centigrade), but in such case the statement shall be so qualified as to show definitely that the percentage is expressed by volume.

(c) The names, quantities, and percentages of all such substances and derivatives, and the statement "Warning—May be habit forming," shall immediately follow (without intervening written, printed, or graphic matter) the name by which such drug is titled in the part or panel of the label thereof which is presented or displayed under customary conditions of purchase.

(d) A drug shall not be considered to be misbranded under section 502 (d) of the Act by reason of failure of its label to bear the statement "Warning—May be habit forming," if such drug is not suitable for internal use and is distributed and sold exclusively for such external use as involves no possibility of habit formation.

SECTION 505 (B)

An application which is on its face incomplete in that it does not contain all the matter required by clauses (1), (2), (3), (4) and (6) of section 505 (b) of the Act shall not be accepted for filing, the Food and Drug Administration shall notify the applicant of such non-acceptance and shall specify the clauses in respect of which such application is on its face incomplete. Otherwise the date on which an application is received by the Department shall be considered to be the date on which such application is filed, and the Food and Drug Administration shall notify the applicant of such date. If the applicant withdraws his application, such application shall be considered as not having been filed.

SECTION 505 (C)

If the Secretary determines, before the date prescribed by section 505 (c) of the Act for an application to become effective, that he has no cause to issue an order under section 505 (d) of the Act refusing to permit such application to become effective, the Food and Drug Administration shall so notify the applicant in writing and such application shall become effective on the date of the notification.

SECTION 505 (I)

A shipment or other delivery of a new drug shall be exempt from the operation of section 505 (a) of the Act if—

(1) the label of such drug bears the statement "For investigational use only";

(2) such shipment or delivery is made only to, and solely for investigational use by, an expert qualified by scientific training and experience to investigate the safety of drugs; and

(3) the person who introduced such shipment or delivery into interstate commerce holds a signed statement from such expert to the effect that he has adequate facilities for the investigation to be conducted by him, and that such drug will be used solely by him or under his direction for the investigation, unless and until an application under section 505 (b) of the Act becomes effective with respect to such drug.

Protect against **ROUGH HANDLING**



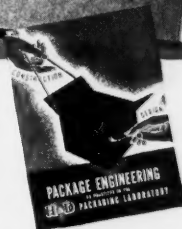
Are Your Products Always Delivered Factory Perfect?

Rough handling is responsible for a lot of damage in shipment. That is why it pays to pack your products in a shipping box engineered to meet all transportation hazards . . . a shipping box built of tougher, better fabricated board . . . manufactured to H & D standards. It's worth noting, too, that H & D shipping boxes are also pace setters in merchandising effectiveness.

The Hinde & Dauch Paper Co.
3914 Decatur St., Sandusky, Ohio

FREE

You'll get plenty of ideas from "PACKAGE ENGINEERING." It describes successes in the field of packaging. Send for a copy.



HINDE & DAUCH

**SHIPPING BOXES
PROTECT IN TRANSIT**

JANUARY 1939

55

SIMPLE NAPKIN DISPENSER

increases Perkins Tea-Naps utility
but requires no price increase

Domestic users of paper napkins, either for kitchen or table purposes, have been shown special consideration in a recently designed and patented package which overcomes many of the inherent objections to the more universal packaging of these inexpensive accessories. Perkins Tissue Mills, Ltd., of Montreal, have perfected a handy, compact and attractive dispenser of these serviettes which is of such simple construction that its cost is included in the price of the napkins without any increase in selling price over standard packaging.

The former disadvantages of loosely packed napkins which, when released from their original containers, overflowed in disorderly fashion and were exposed to dust and dirt have been eliminated by this simple, sanitary package.

The package is so constructed that it can be stood upright on a table, hung on a wall or kept in a drawer. The folded napkins are removable one at a time, exactly as is possible with the rather expensive restaurant and lunch counter metal containers. The self-feeding device consists of a rubber band and cardboard frame which is guaranteed against deterioration during the life of the package, insuring complete protection for the original

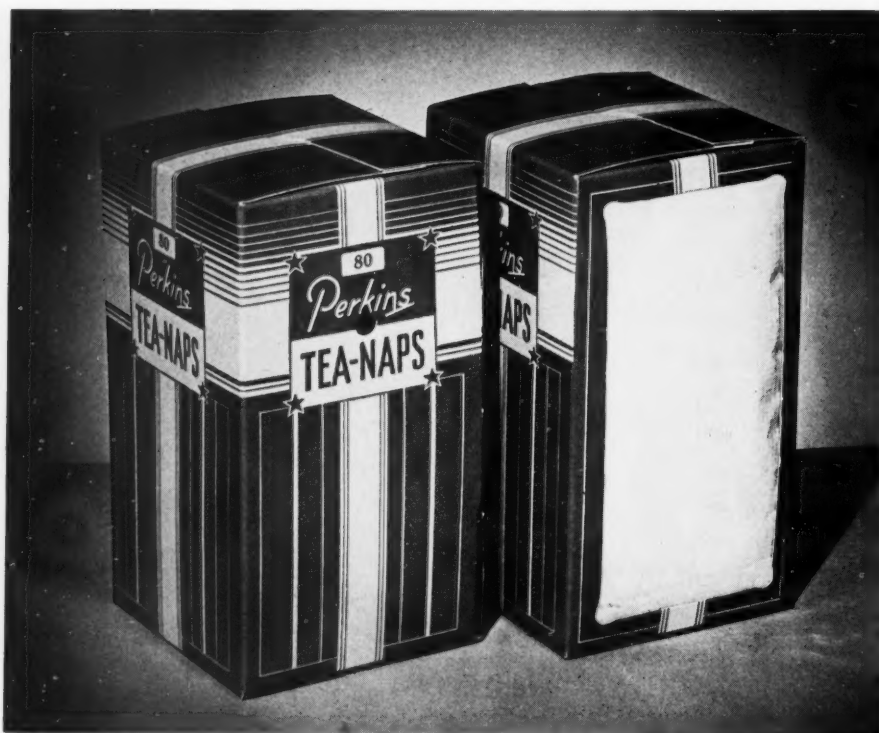
supply until all the napkins are removed, one at a time.

In production, the dispenser cartons are erected as if the die-cut dispensing face were the bottom of the container and the opposite face, equipped with the wall hanger, were the top. The napkins and the self-feeding device are placed into the container through the open top and the locking tabs of this side of the package are then closed. This effectively seals the entire container against tampering.

The surface design of the new dispenser, while attractive, seems to fall somewhat short of the package's mechanical or constructional qualities. A two-color effect is achieved through the use of a white board and a single color printing. Variations of a wide range of colors in bright, cheery tones permit the housewife to select packages which will match or complement the kitchen color scheme.

To protect the napkins prior to use, while providing full visibility for them, a single sheet of cellophane is inserted, just behind the die-cut window through which the napkins are withdrawn, when the device is in use.

Credit: Dispenser invented by Chas. P. deVolpi and produced by American Paper Box Co., Ltd.



The Tea-Naps package closely resembles its metal counterpart, familiar to restaurant patrons. Note the hole provided in the rear face of the package, for wall hanging of the unit.

*as easy as opening
a Purse...*



ANCHOR AMERSEAL CAPS



ANCHOR AMERSEAL CAPS may be supplied in gold lacquer, white, black or any other coating, or may be lithographed with your private decoration.

The very operation of opening either an Anchor Amerseal Cap or a purse is identical... just a simple twist of the wrist. It is this feature, this convenience, this ease of removal, plus the equal ease and efficiency with which it can be resealed and resealed that has made the Amerseal Cap the most popular by far among consumers—a fact which you can easily and quickly prove to your satisfaction. Since consumers prefer their packages sealed with Amerseal Caps, may we suggest that it would be an excellent move on your part to seal your packages with them? An attractive illustrated book describing the many other distinctive advantages of Anchor Amerseal Caps is yours for the asking. ANCHOR CAP & CLOSURE CORPORATION, Long Island City, New York and Toronto, Canada. Closure Division of Anchor Hocking Glass Corporation.



ANCHOR HOCKING GLASS CAPS
-an unbeatable combination-

JANUARY 1939

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The box in book form is adopted by Bausch & Lomb for its miniature slide library. The interior construction of the box provides individually numbered slots for 100 slides and an index for quick reference and selection.

THE NEW FAMILY ALBUM

It looks like a hand-tooled book but actually it holds 100 slides in individually numbered slots

Designed by a miniature camera enthusiast for the miniature camera enthusiast, the Bausch & Lomb Optical Company's film slide viewer provides a means of studying and enjoying both color and black and white camera shots anywhere—in the home, office or laboratory. Since camera addicts are usually consumed by a gnawing anxiety to show the results of their work, such an item would seem to find a "natural" market. Salesmen, too, may be expected to utilize this device as a potent sales aid in demonstrating such products as industrial and office equipment.

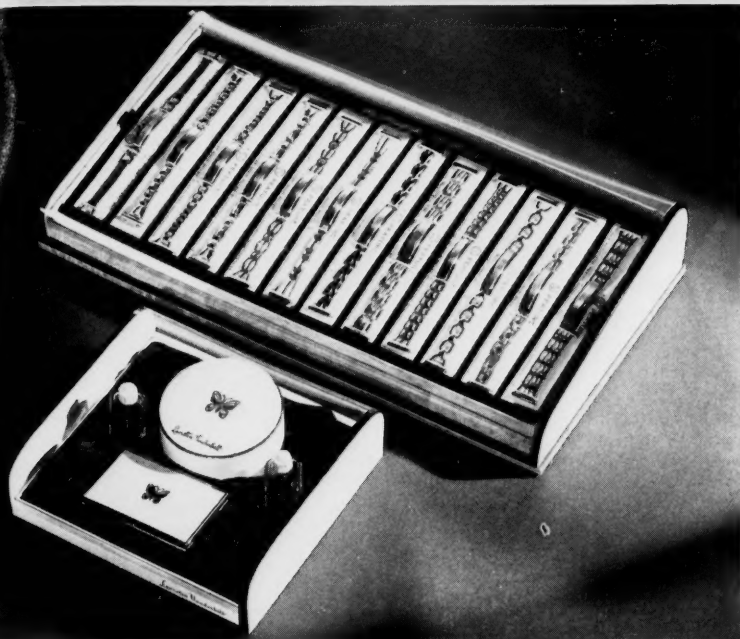
Now the company has developed, as a companion convenience to the slide viewer, a miniature slide library in which the pictures can be neatly catalogued for quick selection and reference. This is a wooden container with the interior so constructed as to hold 100 standard 2 in. by 2 in. slides, each in an individually numbered

slot. A wooden partition divides the container in two sections and cardboard partitions run horizontally through this divider to achieve 100 slots.

The interior of the box lid bears a printed index with numbers running from 1 to 100, space being provided for the title of each slide. Thus all that need be done is to simply title each slide and drop it into the correspondingly numbered slot.

In addition to providing convenience and safe storage for the slides, the container is so designed as to be a worthy addition to the living room or library. The company has adopted one of the novel package types—the box in book form. The container consists of a tooled leatherette covering, with a gold finish used to simulate the pages of the book. To carry the illusion further, this gold finish has been embossed with closely parallel lines so that when closed, (Continued on page 94)

OPENS EYES... CLOSES SALES



*Because of
Eastman
Acetate
Sheet*



The displays shown are manufactured and patented by Douglas Young, Inc., Pawtucket, R. I. Covers are Eastman Acetate Sheet.

SOME products seem to leap right off the counter at you as you pass . . . force you to stop . . . and often, by the sheer eloquence of their appeal, sell themselves to you. Prominent among these "I'm selling *you*" items are the things you see protected in sparkling, transparent Eastman Acetate Sheet.

This distinctive packaging material lends a touch of sales magic to every product it displays. And it does *more*. It *protects*, as well . . . provides an effective safeguard against handling, contamination, and dust.

Eastman Acetate Sheet is extremely adaptable. It

can be molded, drawn, or folded . . . combines readily with other materials such as cardboard, wood, metal, and plastics . . . takes printing without wrinkling . . . is consistently uniform. It is supplied in rolls up to 40" wide, of any convenient length and in standard-size or cut-to-size sheets. Thicknesses—.003", .005", .0075", .010", .015".

Investigate Eastman Acetate Sheet for your own packaging problems. Write for further information and samples to Eastman Kodak Company, *Chemical Sales Division*, Rochester, N. Y.

EASTMAN ACETATE SHEET

APPEALS... DISPLAYS... SELLS



Firstaid dispensing packages are here shown in the three sizes in which they are marketed. Note the extension label seal which provides a tamper-proof feature, insuring continuous sanitation up to the time of use. Note also the dispensing device consisting of a slotted diaphragm through which the coiled cotton is drawn and a tooth-edged cutting device which severs a segment of desired length.

COTTON AS YOU NEED IT

Novel dispensing device tears sheets or pads of absorbent cotton in any desired length

Dispensing packages for absorbent cotton are not an innovation, a number of these having been on the market for several years. Such devices, however, dispense cotton in string or tufts whereas it is frequently desirable to secure cotton in a neatly formed sheet or pad.

A new series of dispensing packages which achieve this aim has recently been placed on the market by the Absorbent Cotton Co. The units consist of rectangular fibre cans with metal slip cover tops sealed in tamper-proof position by a paper label extending over the top and down either side of the container.

Removal of the top discloses an additional metal wall set about one-quarter inch below the top edges of the side walls of the container. Through a slot in this diaphragm, the coiled cotton is withdrawn. A hinged metal sheet lies over the slot, its edges equipped with cutting teeth. Thus the consumer withdraws the desired length of cotton and then draws it back over the cutting teeth to effect a clear severance of the pad.

To achieve full sanitation, the packages are passed through a heat treating process prior to filling. The sterilized cotton is then placed into each container and

the container sealed, after which a second heat treating process is applied to the completed package.

The package design incorporates illustrations and text explaining the manner in which the container is to be used for dispensing purposes. The range of sizes permits the consumer to select cotton of varying widths.

The packages achieve prominent display through the use of blue and red imprints on a hospital white background. The feature of double sterilization is prominently emphasized in script lettering, reproduced in reverse on a bright red circle centrally located on the lower portion of each package face. The metal slip cover is decorated in blue in the same shade used on the printed labels and thus the entire unit forms a harmonious whole.

Consumer reactions to the new packages are reported to be excellent and a healthy dealer reaction is anticipated in view of the fact that the new containers are designed to meet an existing need and not to replace other types of cotton dispensers for which dealers have already built up an acceptance.

Credit: Containers produced by the R. C. Can Co.



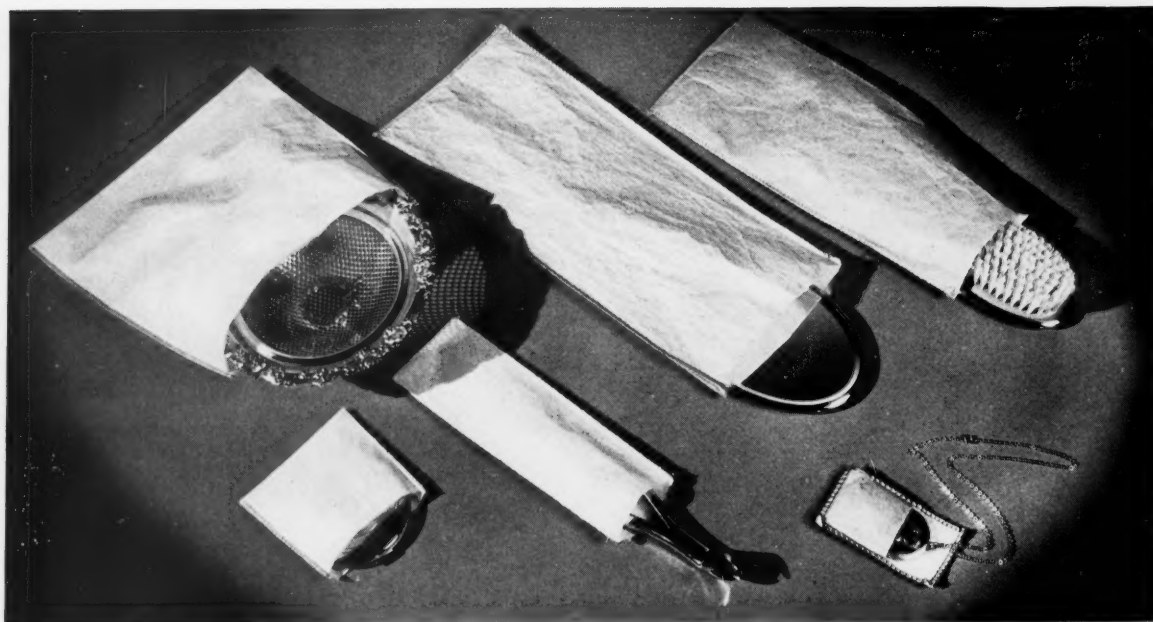
PACKAGES THAT APPEAL



THE final test of consumer acceptance is the package. It must appeal to the buyer. Advertising of all kinds may create demand but the package must aid in clinching the sale. Heekin Lithographed Cans represent the best in the art of lithography. From the grinding of the basic colors to the final impression and the fabrication of the metal container . . . each process must be right. Heekin Lithographed Cans have character. THE HEEKIN CAN COMPANY — Cincinnati, Ohio.

HEEKIN

Lithographed Cans
WITH HARMONIZED COLORS



1. Anti-tarnish bags made of paper, lined with cotton or Kimpak. Note the sewed edges. Lining material is on the inner side of the container wall.

SEWING MACHINE PACKAGES

New materials have broadened the field of the sewed kit and bag

The sewing machine is seldom considered as a tool of packaging, yet it has always played an important part and today plays an increasingly important one in a number of fields. Closures on multi-wall paper bags and on cotton and burlap shipping packages are frequently machine sewed. In other instances—and when fabrics are used for box coverings—sewing machines are utilized as an accessory tool in package manufacture.

However, the sewing machine plays a major part in the manufacture of two general varieties of containers, both of which have been growing to an increasingly important position. First among these is the classification of bags, cases, pockets and envelopes made from leatherettes, cloths or a combination of these materials. Such packages derived originally from the pocketbook industry and were first used as packages by the makers of scientific instruments and later by cosmetic manufacturers who adopted what were virtually luggage kits or pocketbooks as the carriers or outer containers for cosmetic or toiletry kits.

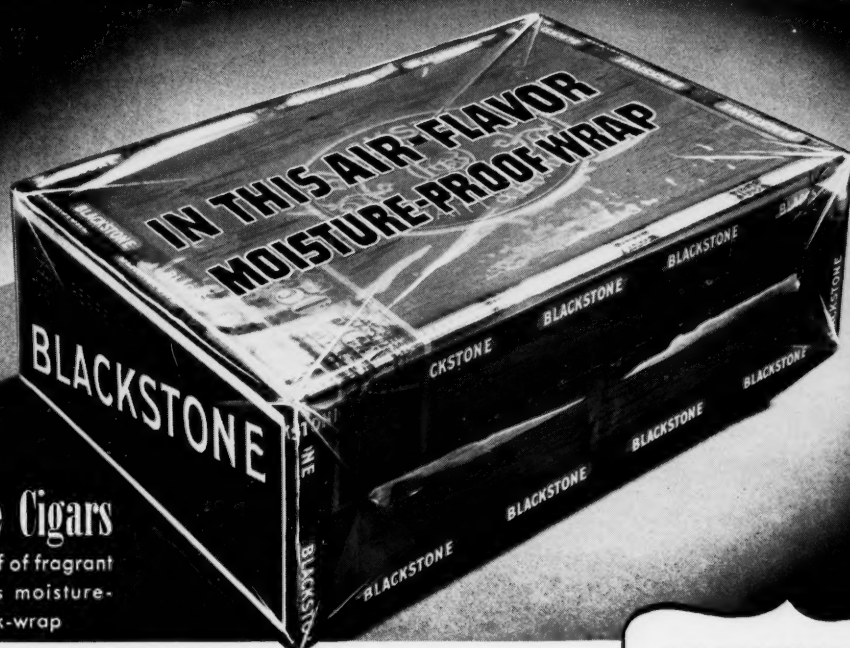
Their use today, however, has infinitely extended and items ranging from manicure sets to scientific instruments, from razors to cameras are found packaged in

cloth, leatherette, Pliofilm or leather kits or envelopes assembled by standard sewing processes.

The use of flexible materials such as fabrics and of the flexible sewing process provides a wide margin of leeway for the package designer who may make his container conform very closely to the shape of the product for which it is designed. He may also make it of a shape bearing a functional relationship to the use of the product by incorporating in his kit pockets, compartments or other features permitting the assembly of a number of separate items within a single container. Color is at his command as are a number of degrees of transparency. He may contrast the color of his material with that of the sewing stitch. He may use a wide variety of closures, ranging from the metal or plastic zipper, through the snap to the drawstring. Or he may, on the other hand, so design his container as to make no closure at all, relying on the tight fit of the container over the product to replace the need for a closure.

The wide choice of materials and of methods of assembly allows for extremely wide variations in cost and kits range from the simplest of sleeves for pocket combs and similar items to extremely complicated pieces of

THEY KEEP
"FACTORY FRESH" FOR WEEKS



Blackstone Cigars

seal in every whiff of fragrant aroma with this moisture-tight Pliofilm box-wrap

THE reasons which led Waitt & Bond, Inc., to adopt an overall box-wrap of Goodyear "Plioilm" for their famous Blackstone Cigars are of major importance to every manufacturer of products whose salability depends upon freshness.

Because Plioilm is inherently air-moisture-vapor-proof, it effectively seals in the natural moisture and the volatile essences that give aroma, taste and flavor.

Likewise it keeps moisture-hungry products from becoming damp and soggy in humid atmospheres.

It seals with a strong leak-proof weld — making it possible to vacuum-seal air-sensitive products like coffee in Plioilm-laminated bags.

Plioilm imparts neither taste nor odor. It has great resistance to tearing; high dimensional stability and is ideally suited to machine operations.

These unique qualities make "factory freshness" a reality that helps sales when your product is Plioilm-protected. Let us convince you with a test wrap on samples of your products. For a free test, write Plioilm Sales, Goodyear, Akron, Ohio.

THERE'S NOTHING LIKE

Plioilm

to protect the flavor and freshness of —

- Cheese
- Candy
- Crackers
- Cakes
- Cookies
- Cigars
- Cigarettes
- Pretzels
- Tobacco
- Popcorn
- Marshmallows
- Drink Powders
- Potato Chips
- Dried Fruits
- Nut Meats
- Coffee
- Pharmaceuticals

The best things come sealed in

GOODYEAR

*A centennial product
of the greatest name
in rubber*



Plioilm*

*Plioilm, a registered trade-mark of The Goodyear Tire & Rubber Company

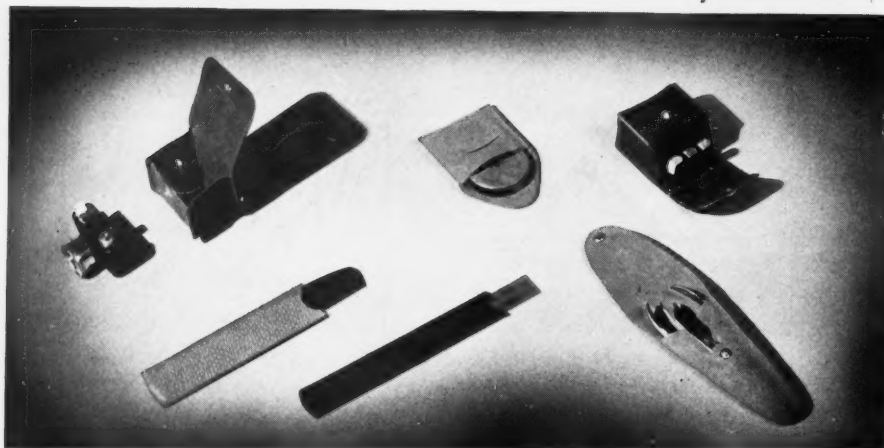
JANUARY 1939

63



2

2. Cloth containers of rayon, flannel and silk, designed to hold metal or plastic products or inner containers. Note the variety of closures and shapes. Photos courtesy Cottonlux Manufacturing Co., Inc. 3. Leather and leatherette cases for cameras, combs, instruments, etc. Photos courtesy Cottonlux Mfg. Co.



3

what are virtually to be called "luggage," utilized increasingly for cosmetic gift sets, for manicure sets and for scientific, medical and dental instruments.

Since neither the nature of the material nor its manner of assembly requires a high set-up or tool cost, such containers are particularly practical for experimental packages, for introductory packages on test merchandise and for objects enjoying a limited or seasonal sale. In such instances the absence of set-up costs may frequently serve to bring the final package cost down below that of alternative types of containers, although such types as the molded container or set-up paper or wooden box would probably prove cheaper when long runs are likely to be anticipated.

The factor of cost, however, is not a dominating one

leading to the choice of any of the types cited above and frequently bags or kits assembled by sewing processes are utilized in conjunction with molded or metal containers. Thus such bags are very often used as outer containers for metal compacts. An outstanding recent instance finds a drawstring equipped semi-transparent bag utilized as a water-proof carrying container for the metal case of a safety razor.

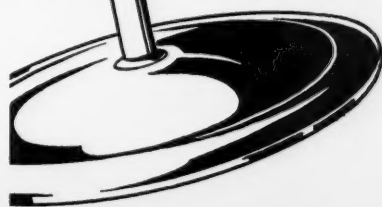
Sewed bags have recently invaded the field of protective packaging where they are today utilized as anti-tarnish and anti-scratch containers for metal and glass products. Here cotton-lined papers or Kimpak-lined papers or flannels are utilized, sewed into bag form. The use of sulphur-free papers and of fine grades of wadding materials provide an ideal protection against tarnishing.



MERCHANDISING PROGRESS IN THE LOW COST CHAIN FIELD

Convenience, at-a-glance copy, quick appeal—describe the packaging inspirations found on our chain counters. Here progress is measured by results—the brilliance, cleanliness and richness of Ridgelo Clay Coated carton board are most important. This is package punch at its strongest. ● Ridgelo in beautiful cartons is familiar—Ridgelo in these productive “small-change” packages shows its value in sales building. ● Check with Ridgelo for progress in packaging materials.

Ridgelo
CLAY COATED
BOX BOARDS



MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago • H. B. Royce, Detroit
Blake, Moffit & Towne and Zellerbach Paper Company, Pacific Coast • A. E. Kellogg, St. Louis • W. P. Bennett & Son, Toronto



In the foreground may be seen the new packages adopted for Harkavy flavored beverages. Note the effective light reflection achieved through the use of beaded bottles and the striking label design as contrasted to the heterogeneous labels formerly used.

SPARKLING BOTTLES BOOST SALES

Successful redesign of one item induces this company to replan its entire line

The manufacture of carbonated water or club soda and of flavored beverages is, perhaps, one of the most highly competitive divisions of the food and beverage field. In almost every city, one finds a number of national or regional brands competing with both advertised and unadvertised products of local bottlers. These companies, while enjoying certain competitive advantages because of their proximity to the market and for other reasons, have found it increasingly difficult to compete against intensive brand advertising of the larger manufacturers. During the last two or three years, they have met a new element of competition in the redesign of the packages of the widely advertised brands.

The more progressive companies have turned this weapon to their own use and then likewise embarked upon package redesign programs. Thus Harkavy Beverage Co., Inc., has recently completed a series of changes

on its entire line—changes which have produced a substantial and measurable sales increase both in the night club trade and through retailer outlets.

Designer George Hildebrand was first commissioned to undertake the re-shaping of the company's club soda packages, the sales of which had shown a particular lag. The familiar stock bottle was replaced by one of beaded design, calculated to provide a sparkling atmosphere by virtue of its ability to concentrate and reflect light. A brilliant color scheme was adopted for the new labels with the purpose in mind of setting a sharp note of contrast against the colorless liquid in the clear bottle.

Since a large proportion of the company's trade—and a fraction which had proved particularly profitable—was to be found among the night clubs of New York, a design having a "night club" character was considered desirable. Thus a midnight blue (*Continued on page 94*)

MODERN DISPLAY

KEEPING OFF THE RAINCOAT RACK

That's the job this display-carton performs for Rainsuiters

The art of packaging has been skirting around the edges of the textile industries for a number of years. In the white goods field—sheets, pillow cases, toweling, etc.—great progress has been made. Accessories such as hats, gloves, shoes, handbags, etc., have likewise been influenced, if not conquered, by packaging. But in the heart of the textile field—the apparel trade—packaging has been largely restricted to the traditional suit box, a shipping or carrying package into which the garment is placed only after the sale is completed.

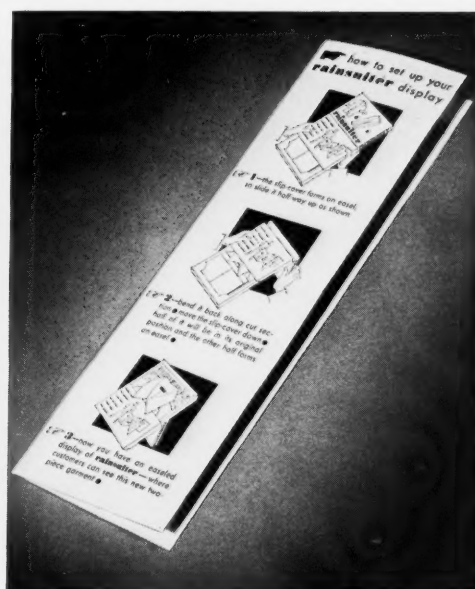
Thus as a breakaway from tradition alone, the new Rainsuiter package and display marks a significant departure. The product for which it was designed likewise represents a sharp break with traditional practice. One of the major problems which faced Leon A. Axel, Ltd., was how to convince the retailers of men's clothing that this two-piece garment for rain wear presented a measur-

able advantage over ordinary raincoats and possessed a large and easily garnered potential market.

To permit dealers to hang the Rainsuiter on racks in traditional manner would, of course, prove disastrous. The product would not appear to its best advantage, its outstanding features would not have been noted even by those few who did come across the garment among the standard raincoats in retail store racks. For this reason, a display and package were sought which would simultaneously present the product favorably, explain it and—most important of all—force the dealer to recognize it as something different from all other rain protection garments and as something requiring a special type of display and merchandising effort.

To this end, designer Martin Ullman created the Rainsuiter trade mark, utilizing bold lower case lettering and placing the words "jacket" (Continued on page 99)

Left: The Rainsuiter display as it appears in box form and erected for window or counter use.
Right: For dealers unfamiliar with this type of display a simple instruction sheet is supplied.





The sturdy dispenser occupies a minimum counter area, yet provides full display for the product and sales copy.

DISPENSER *and* DISPLAYER

Sleetex unit does not overlook display factors in meeting dealer convenience needs

Automobile accessory and hardware dealers find a continual problem in the number of items which they are forced to stock and which they find it very difficult to display for sheer lack of display space.

Aware of this difficulty, The Sleetex Co., Inc., makers of sleet dissolving windshield wiper blades, has recently developed a dispensing display designed to meet the dealer's requirements as to minimum space occupancy and, at the same time, to provide a maximum of display value in terms of attraction for the consumer's eye and explanation of the product to the passing consumer.

The display is of folded carton construction and is used as a shipper to bring to the dealer twelve cartoned units of the product. These units are compactly placed in folding cartons equipped with cellulose transparent windows and consist of two complete wiper blades and two blade re-fills.

One of the units forms an integral part of the display panel and thus provides full visibility for the product without requiring the removal of any of the reservoir units and without requiring dealer handling or attention. The carton here fits into the general picture formed by the front panel of the display which utilizes photography

and lettering as well as the product itself to form a rapid-fire explanation of the function and features of the item being offered.

The remaining eleven units, shipped with the display container, rest in the tower of the box and may be withdrawn through a small side opening situated about a third of the way up. For convenience in withdrawing, a hole is placed on the wall of the container directly opposite this side opening so that the dealer may start the withdrawal of the sale carton by pushing it with his forefinger through this small hole. The withdrawal of one carton causes another to drop into position until the eleven in the reservoir have been sold. With the twelfth sale, the dealer withdraws the carton from the face of the display which has now fulfilled its purpose. Because of the weight of the items displayed, a specially designed easel of extremely sturdy construction is utilized. Directions for use of the display are printed on the face of this easel. The entire unit occupies a space less than 8 in. sq.—little enough considering the potential sale through this display of six dollars worth of goods.

Credit: International Folding Box Co., for the manufacture of the cartons and display container.

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Remittance enclosed ☐

Send invoice ☐

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Your position (or profession) _____

Company _____

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CANADA—\$7.00—One Year
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MODERN PACKAGING

122 East 42nd Street

NEW YORK, N. Y.



DISPLAYS THAT SELL IDEAS

Parke, Davis & Co. sells its "idea" to physicians and pharmacists as well as to consumers

The advertising profession has long recognized the fact that products, as such, can be less readily sold to the consumer than ideas. Thus the major portion of all advertising today presents the product in terms of pleasure, utility or convenience afforded through its use.

This tendency has been particularly notable in the display field where lithographed or printed window units are shown in close relation to pictures or actual samples of the products they advertise. Most displays today are devoted to conveying to the consumer, in the store window or at the point of sale, a compelling impression of an idea relating the consumer to the product. The idea may emphasize price. It may emphasize the pleasure to be derived through the use of the product or the dangers which the purchase of the product will avoid. But in almost every instance, in modern display work, the "idea" takes precedence over the mere picturization of the product.

This trend has been carried further—and carried very successfully—by Parke, Davis & Co. in a series of window displays designed for drug store use. As an ethical pharmaceutical house, the company is not interested in

direct over-the-counter sales to consumers. The displays, in point of fact, consist of medicine prescribed by physicians and dispensed by pharmacists—medicines which usually reach the consumer in the pharmacists' prescription bottle rather than under the Parke, Davis brand.

Thus the basic idea back of the display has been the emphasis upon the inter-relation between scientific research and the work of the pharmacist and physician in jointly affording the benefits of modern medicine to the general public. Parke, Davis products, of course, have a place in the display, but any emphasis of these products is far overshadowed by the space provided the pharmacist to exhibit specimens of his own prescription packages and of the apparatus that he uses in compounding prescriptions. By these provisions, an incentive is provided the pharmacist for placing the display in his window and keeping it there much longer than he does the ordinary types of commercial displays.

The display itself is executed in full color lithography and presents a most striking appearance when viewed from the street. The centerpiece houses an electric light bulb with flasher attachment, (Continued on page 96)

The various units, which together form a complete professional display, are here shown as assembled for a typical window.



DISPLAY OR PACKAGE?

The new Wahl Eversharp unit stands on the border ground

By definition, packages and displays are utterly different things, serving utterly different functions. In practice, however, the two frequently approach a merger—the display taking on package functions or the package becoming virtually a display.

An outstanding instance of this sort and an equally outstanding example of fine design and intelligent use of materials, is found in the new display boxes utilized by The Wahl Co. for display and demonstration of pen and pencil sets. The package is offered in a choice of white, red or black plastics, the natural luster of the material being increased and emphasized by the spherical design of the ends of the display. Gold stamping is used to place the delicately lettered words "Wahl Eversharp" permanently upon the container.

The unit consists of three parts—a plastic frame, a transparent window and a removable felt-covered bottom board on which the pen and pencil are mounted. The frame is of simple design having extremely pleasing—one might almost say surprising—lines, well suited to the nature of the material utilized. The transparent window is slipped into grooves molded into the frame and held in place entirely by its own spring tension, the window consisting of a rectangular sheet of rigid acetate material. The removable bottom board is held securely in place by friction.

The company reports that from a production standpoint the display is ideal and has been warmly welcomed by factory production men, since complete assembly takes about ten seconds.

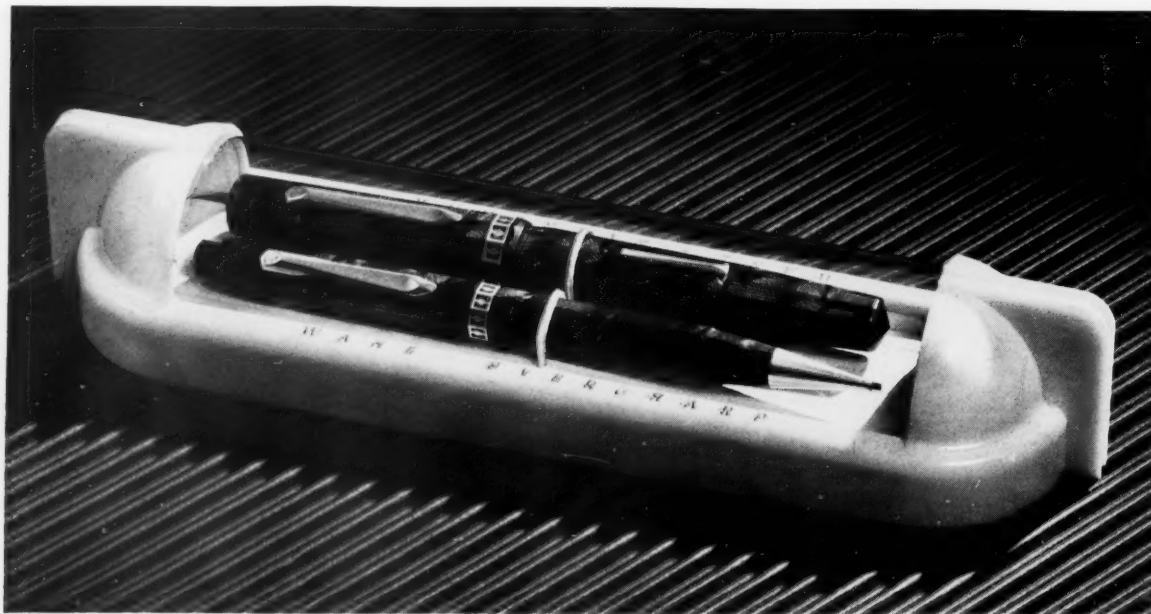
From the perhaps more important sales standpoint of the executive and dealer, the sleek modern unit meets every previously specified requirement, yet provides a simpler and less expensive package than types formerly utilized, with greater display and sales value.

The smooth modern lines of the case provide a quality atmosphere for the pen and pencil, giving them a dramatic, attractively modern display setting. The case stands out on dealers' counters and has the added advantage of keeping the product itself untouched, while permitting easy inspection from every angle. When, however, the dealer desires to remove the product for further demonstration, he has merely to withdraw the friction-held base to find both the pen and the pencil readily accessible.

Introduced to reach the Christmas market, the display is reported to have achieved an unusually favorable acceptance among dealers and they have accounted for a substantial proportion of the company's sales in the \$9 to \$14 price range during the late holiday season.

Credit: Molded by Auburn Button Works; designed by Olsen Designers.

Molded plastics form the frame for the curved transparent window which converts this package into an ideally effective demonstrator and display.



They Call It A Display Card



but this inexpensive sales builder has proved a merchandising campaign in itself

Department stores, in increasing number, have discovered that the last weeks in August and the first weeks in September are the ideal period in which to promote sales of girls' and young ladies' clothing and accessories on the basis of the "back to school" theme. Hence the flood of "college shops" and "varsity departments" which make their appearance in the newspaper advertisements at this time of the year. These shops have seldom been thought of as suitable points for manufacturer-sponsored promotional displays, but in such specialized shops and in all stores catering to young women, the period just prior to the return to school actually offers an ideal opportunity for promotional activities.

Applying the same principle to the promotion of its product, knitted underwear, the Luxite division of the Holeproof Hosiery Co. this year supplied dealers with counter cards designed to suggest and sell Luxite underthings as essentials in a smart collegiate wardrobe.

The cards utilized a set-up carton construction and silkscreen decoration to achieve a remarkably realistic simulation of a weekend bag or utility case. So realistic, in fact, did consumers find the display to be that numerous stores reported many of them as trying to borrow, beg, buy or steal the display piece for use as a utility case—until they found out that the display case had no bottom in it.

Copy on the reverse side of the card was designed to give the sales girl a series of suggestions to make to the

Above: The back to school display as it appears to the consumer. Left: The reverse face of the display contains suggestions to encourage merchandising of an entire wardrobe by the salesclerk.

customer which would tend to create a larger unit of sale. Under the title "The ideal college wardrobe," this panel listed a whole series of underwear items all of which, incidentally, form a part of the Luxite line, including such "collegiate numbers" as "snuggins," "briefs," "woolie panties," "tuckstitch hotsie pajamas" and "stayset pantie girdles." Side panels of the display featured one-word slogans descriptive of the selling points of Luxite products.

The company reports an extremely high percentage of the displays which were distributed as having been effectively used and ascribes this, in large measure, to the fact that the cards were extremely easy to set up, required no directions and to the further fact that the silkscreen finish kept the display piece from showing soilage. As a final triumph for cross selling, some stores reported an increase in the sale of weekend luggage, ascribable to the popularity of this display and to the astuteness of salesclerks who suggested that the identical valise, in real rather than imitation form, might be purchased in the luggage department.

Credit: Designed by Richard H. Penndorf. Silkscreen work by the Kalasign Co.



1. The atmosphere of the Gay Nineties is captured in this display for Hiram Walker whiskies with its direct color representation of the oldtime bartender. The front panel and the waistcoat button are so designed as to permit their being changed so that the display advertises any one of three brands which the dealer may wish to feature. Created and produced by Ketterlinus Lithograph Manufacturing Co.

2. To prevent the excessive soilage formerly experienced in the handling of Wright's frillings, the company adopted a new package design which completely encloses the material. A display-demonstration problem—created by the new package—was solved by means of this merchandise display devised by the Dennison Manufacturing Co. The various types of frilling are attractively presented for consumer inspection, while the sealed packages are

retained in the body of the display so that the sales clerk may withdraw them from the rear on demand.

3. A full color, life sized reproduction is used to provide a dominating background for this Jewel Shortening floor display stand. The figure is equipped with an easel, permitting the dealer to re-use it after the stand itself has served its purpose and is ready for discard. Produced by The Forbes Lithograph Co.

4. An unusually attractive island type floor stand has been developed by the Keebler Weyl Baking Co. The projecting upper portion of the display is slanted to present its slogans at the proper reading angle, while the side panels are designed to exert attraction at a greater distance. The unit was designed and manufactured by Robert Gair Co., Inc.

5. Combining molded plastics with rigid transparent sheeting and etched metal, Stanley Tools have devised this attractive permanent display for "pull-push" rules. The transparent front is removable to permit the sales clerk to demonstrate the various rules which are thus protected from excessive handling and from dust and grease. Base molded by Northern Industrial Chemical Co.; transparent Protectoid sheeting by the Celluloid Corp.; etched metal trade mark seal by Anderson & Sons.

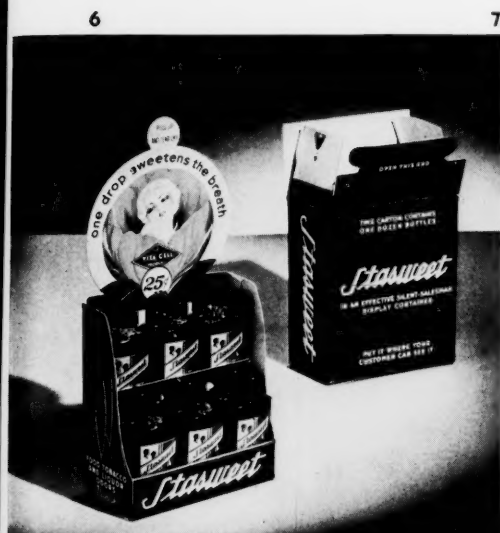
6. To insure proper display for a product which is essentially a luxury item, Stasweet Products, Inc., ships dozen lots of Stasweet pre-packed in this step-up miniature counter display. The round background illustration is so formed that it slides down into the display for shipment and is pulled up when the dealer removes the unit from the carton. Designed and manufactured by the Schmidt Lithograph Co.

7. An ingenious miniature display for the new package of Dri-Dew Deodorant has been devised in the form of a small die-cut card which utilizes the package itself to provide an easel and to afford stability to the display. Thus the closure of the jar forms an integral portion of the small display card.

8. To meet a lack of display facilities for canned and bottled beer, the Wehle Brewing Co. is now supplying dealers with this two-tier floor stand, designed and manufactured by the Robert Gair Co., Inc. The unit is printed in blue and red on yellow surfaced corrugated board and folds flat for shipment. When erected, it provides room for a relatively large quantity of standard sized cans and both small and large sized bottles of the company's ales and beers.

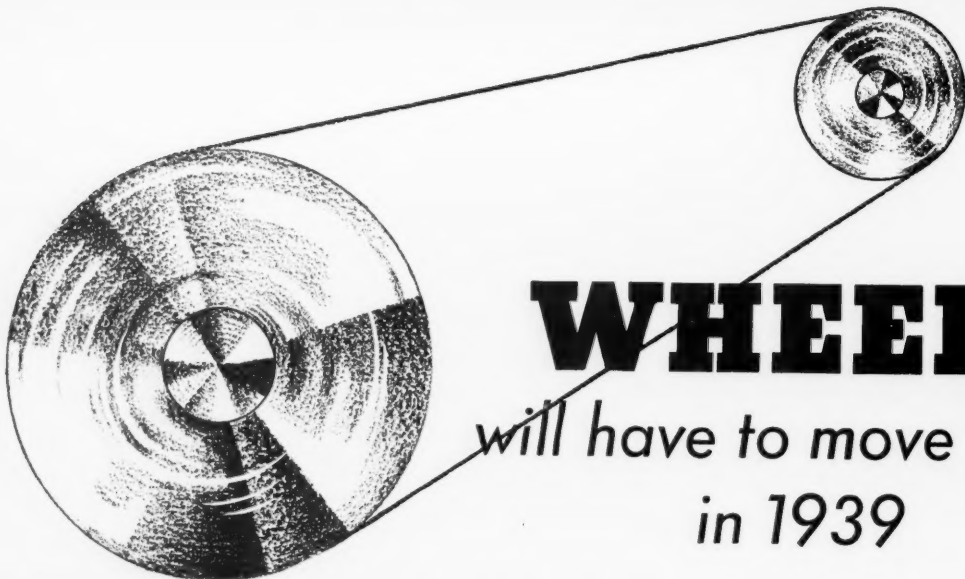
9. The two Scotties which are used as advertising symbols for Black and White whisky now appear within a three-dimensional frame in the central panel in a new series of display pieces, with a direct color reproduction of a bottle of the product and three highballs appearing in the lower left hand corner. The dogs are also utilized in smaller display units and on cut-out display cards used in conjunction with the package itself. Created and produced by the Einson-Freeman Co., Inc.

10. Direct color reproductions of "Little Miss Griffin," a doll advertising character created for the promotion of Griffin shoe polishes, are used to provide a focus of attention in this attractive display card. One of a series created and manufactured by the Einson-Freeman Co., Inc.



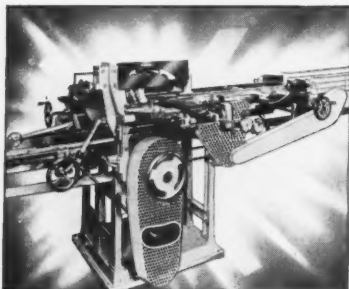
DISPLAY GALLERY



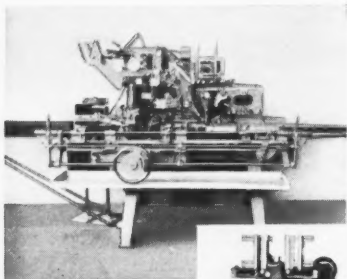


WHEELS

will have to move faster
in 1939

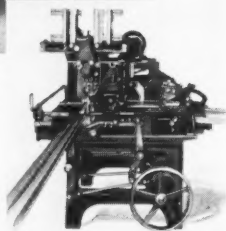


Model FA-Q—A new wrapping machine that can be adjusted for different sizes in 10 minutes.



Model CA-2—Wraps leading makes of chocolate bars and other products. Adjustable for many sizes.

Model S—The machine that wraps all the leading toilet soaps at 150 per minute.



Typical of the 78 different types of wrapping machines in our line

Shorter working hours and higher wages will call for better production methods in 1939 . . . the wheels of industry will have to move *faster*.

That executives are aware of this is shown by the orders we are receiving for new and faster wrapping machines.

But speed is not the only essential. With speed must be combined genuine all-around efficiency. . . . The machines must be simple and easy for operators to handle. . . . They should be versatile—built to accommodate a variety of package sizes, and to permit a change in package style, if necessary. In short, your modern wrapping machine must be a flexible and accommodating servant as well as a fast one.

Working with package goods manufacturers during the past 25 years, we have taken a leading part in the development of such machines. Many basic improvements now common to most wrapping machines were first introduced in our models. Moreover, since we regularly build many different types of wrapping machines, we can readily supply one that is ideally adapted to the special requirements of a product. This perfect adaptability, of the machine to the product, enables a manufacturer to introduce a new and striking package, offering greater eye appeal as well as better protection for his goods—the kind of package that wins trade and *holds* it.

Comparison of our new machines with your present equipment will show you in dollars-and-cents what we can offer you. Why not make the comparison?

Get in touch with our nearest office. Or write for literature.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

NEW YORK

CHICAGO

CLEVELAND

LOS ANGELES

Mexico, D. F., Apartado 2303

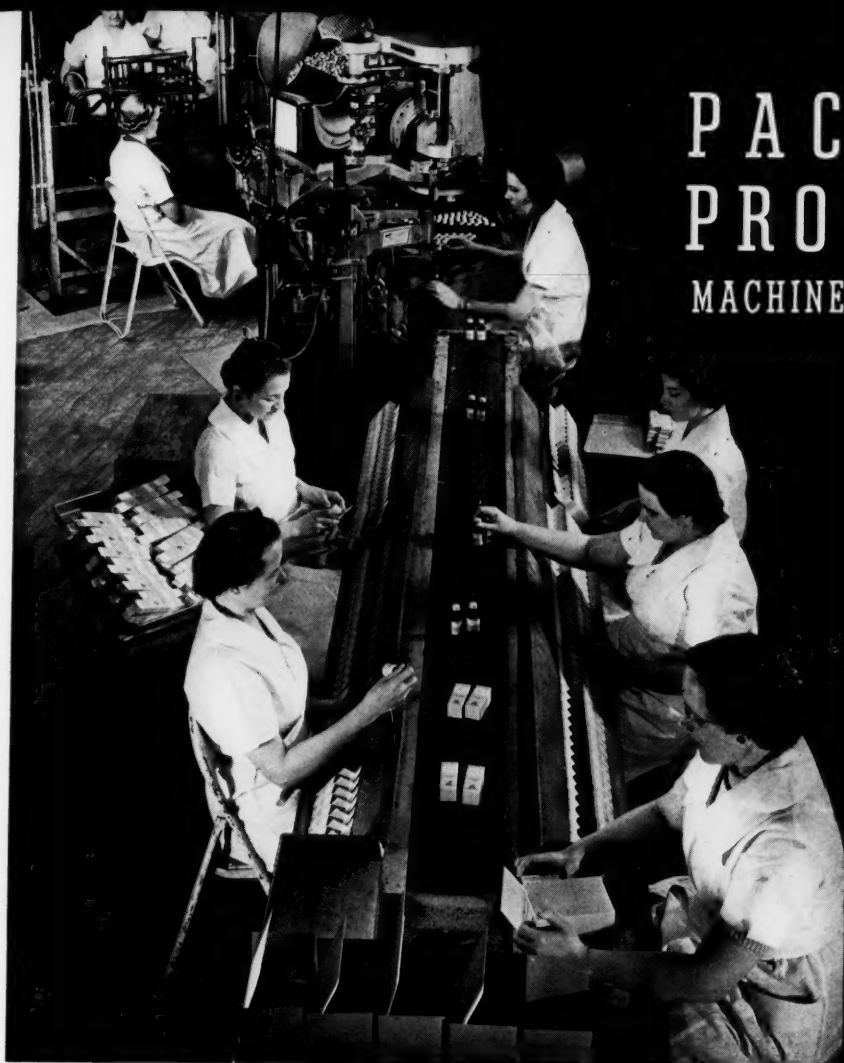
Peterborough, England: Baker Perkins, Ltd.

Buenos Aires: David H. Orton, Maipu 231

Melbourne Australia: Baker Perkins, Pty., Ltd.

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines



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3500 PLANNING PROBLEMS

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are represented by the varied pack-
ages which The Upjohn Co. produces

The products of The Upjohn Co. include a long list of specialties and a complete list of all official formulas for which there is a reasonably large demand. This amounts to a matter of approximately 1200 different items and 3500 different packages. The packages for these products vary over wide limits of size, from $\frac{1}{2}$ cc. to 30 gallons for liquids and from a one-tablet package to a package of 45,000 for pills and tablets. The types of packages also cover a wide variety of materials. To mention a few, there are: Glass ampoules (that are sealed with a flame); bottles of all shapes with closures

of cork, metal, Bakelite and rubber; tin tubes; cellophane envelopes; boxes, both paper and metal; wrappers of various kinds including cellophane, glassine and paper. For each of these types of packages there is also a variety of sizes, so it is easy to see how a large number of different packages evolves.

The nature of the products also exhibits wide extremes in properties. The liquid products vary from the consistency of molasses to the fluidity of alcohol. Solids vary from a very fine powder to heavy ointments. Tablets vary from the smallest that are $\frac{5}{32}$ in. in diameter and require 14,000 to make a pound, to the largest that

* Head of packaging development, The Upjohn Co.



2. An automatic counting device used to fill 100 Super D Perles to a bottle. The belt moves the filled bottles past an adhesive applicator and operators place protective film and outer closures by hand.



3. Line set-up for semi-automatic labeling and hand cartoning and packing along conveyor belt.

are 1 in. in diameter and only 100 weigh a pound. Tablet shape varies from a true sphere to a large flat wafer.

The size of a batch of any one item is characteristic of that item and is determined by several factors. Some of the determining factors are:

1. Size of producing equipment. For instance, in the production of tablets a batch is limited by the size of mixer.
2. Rate of sale. All pharmaceuticals are influenced adversely but to varying degrees by age. Therefore an effort is made to produce a given item on a schedule that will insure a supply of fresh goods.
3. Inventories. Inventories are kept within reasonable limits to conserve capital and to reduce carrying charges.

Another factor that influences production schedules is the matter of advertising. The Upjohn Co. being an ethical pharmaceutical house does not enter into any form of general public advertising. The result is that sales are not regulated by controlled advertising but are more dependent upon such factors as national health and the current favor of certain types of items.

Requirements of Packaging

The nature of production has, of course, a direct influence on the packaging operations. The large number of items in an assortment of sizes and shapes of containers requires a large number of packaging operations. These operations will vary from complete packaging by one operator to a group of operators, or, if the volume war-

rants a step further, hand operations may be coupled to semi-automatic machine operations.

Then again with the same product, one size package may attain a volume where a combination of semi-automatic equipment can be used in conjunction with fully automatic equipment. The final step is reached when a product has an output volume which justifies the use of automatic equipment.

There are products in the line which fall into each of the above classifications. Because there are products which fall into each of these classes, it is necessary to arrange packaging lines which can, if the necessity arises, readily handle any combination of packaging effort.

It is imperative for a large number of the products to be "packaged at once" and the work ticket is so marked. Although it is desirable to package all products as soon after manufacture as possible, the "package at once" items take precedence over those that are packaged from bulk. This requires the ability to make frequent changes in packaging set-up to accommodate the demands of "package at once" with a minimum loss of time.

Another requirement that is necessitated by "package at once" is a close coordination between the packaging center and the processing center. To facilitate this coordination, the packaging centers are located adjacent to the processing center that they serve. This minimizes the handling of materials prior to packaging.

The result of all these considerations is that the packaging center for each processing center is equipped and organized for the utmost flexibility. This contrasts with the usual example of mass production where the equip-

ment and organization is specially fitted for large and continuous runs on a few items.

Organization of Packaging Department

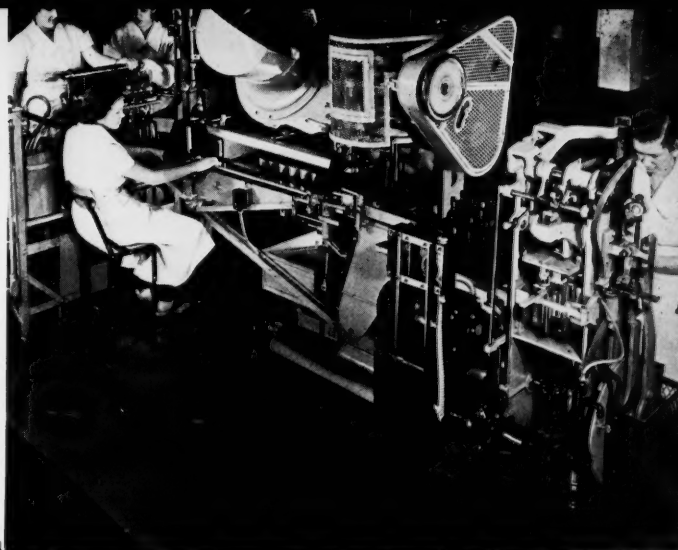
Packaging is handled by a separate department that is comparable to the processing departments on the organizational diagram. This allows complete integration of packaging operations, flexibility of machines and personnel, a unified system of stockkeeping and undivided responsibility.

The packaging department organization consists of eight packaging centers, each with a supervisor and his foremen, stock room section, office for record keeping and dispatching order, label section, packaging development section, department head and his assistant.

The packaging order for a given production lot is issued by the production planning office if it is of sufficient volume to warrant being included in those products that are produced in accordance with the planned production schedule based on forecasted sales. The packaging order for non-planned items is issued by the general stock department in accordance with established re-order points. The order, when it reaches the packaging department, is filled in with packaging material specification, standard time allowances, a check label is attached and the order then goes to the dispatcher for servicing and scheduling. The dispatcher issues requisitions to the label section and to the stock clerks for delivery of materials to the packaging center in accordance with the packaging schedule. The packaging schedule is compiled by the dispatcher with finishing dates set in accordance with the packaging orders received. The schedule is detailed further with respect to order of work within the tolerances allowed by the schedule by the collaboration of the dispatcher and the section foreman. The dispatcher then issues the packaging schedule in detailed form to line foremen who arrange for equipment set-up, carrying the packaging operations to completion.

The packaging department office keeps a running inventory of packaging materials. The inventory not only shows the number on hand but contains an allocation of material for orders that are planned but not yet executed. For each material there is a re-order point marked on the inventory card. Accompanying the inventory card is a requisition card showing past orders and present orders of that particular material. When the supply gets close to the re-order point, the requisition cards are removed and sent to the purchasing department for re-ordering. This system insures a supply to meet production with a minimum of clerical work.

The packaging development section handles all technical problems involved in packaging materials. This



4. Automatic and semi-automatic operations combine on this filling, capping and labeling line. 5. Continuation of the same line with automatic cartoning and hand casing operations. 6. Overhead discharge conveyor for finished goods.



7



8



9

7. Bottle of Myeladol showing functional design of neck and shoulders. 8. Vial of Digitora tablets showing functional design of vial and desiccant in bottom. 9. Packages of Citrocarbonate showing distinctive shape and use of caps as measures of dose.

section is charged with the duty of developing suitable specifications for packaging materials, to meet the demands of the packaging operations, the requirements for safe shipping and the requirements of a satisfactory package in the hands of the consumer. This means constant improvement of present materials, the application of new material, and the development of new and better designs of packages. All packaging material that is received from suppliers is submitted to the section for compliance with specifications and the material must receive an "OK for use" before it is released.

Besides serving as the technical arm of the packaging department, this section works closely with the sales department in developing utilitarian and decorative features. Great emphasis is put on the functional features of the package. An example is the development of the vial for Digitora and Ergotora tablets. Both these products are adversely affected by moisture, so a vial of special construction was developed to include a desiccant in the bottom. This required a special handling technique that was developed for several of the packaging operations on this vial.

Another development in which utilitarian features are stressed is the bottle for effervescent salts. The shape is distinctive and of a form that facilitates handling. The cap on the trade package is designed to serve as a measure for one dose when filled and leveled. The sample-size bottle has a cap that measures a half dose. The bottle for Myeladol is another example of functional design. The product is a very viscous liquid that pours with difficulty, so the bottle was designed to facilitate dis-

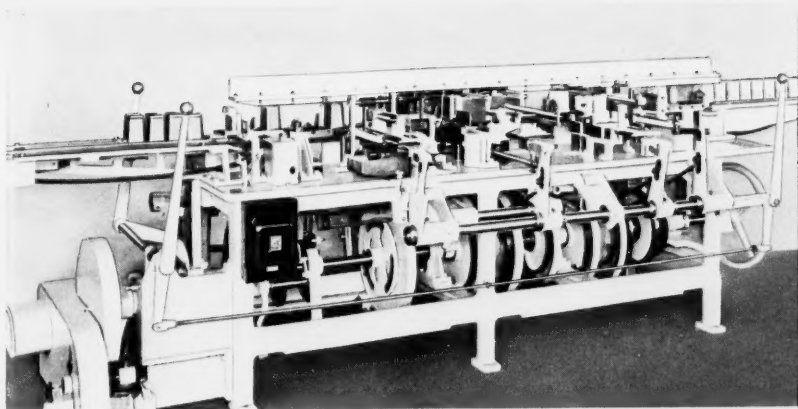
persing with a tablespoon. The neck is large enough to allow a tablespoon to enter easily, the depth is restricted to the reach of the spoon, and the shoulders are sloped so that all the contents can be reached. By way of modernization, the line of ointment jars was recently converted from the traditional heavy opal jar to a more eye-pleasing, lighter weight, blown glass jar.

Operation of Typical Work Centers

The nature of production requires that all work centers be flexible. This is accomplished by the use of movable units so that the required equipment for any given item can be assembled of the proper parts to give maximum efficiency.

Items such as Super D Cod Liver Oil are handled in such large quantities that this line can be organized to approximate a typical mass production operation. The line consists of a bottle handling section where the bottles are removed from the shipping cases, the bottles cleaned and fed to the conveyor to the filling machine. The shipping container from which the bottles are used is conveyed overhead to the opposite end of the line to receive the filled bottles. The filling machine, inspection point, capper and labeler are fixed in position. The filler and labeler are semi-automatic and the capper is entirely automatic. These pieces of equipment are made sufficiently flexible for the various sizes of bottles by the use of interchangeable parts.

Flexibility in cartoning is obtained by so arranging the labeler that it can feed either an automatic cartoner for the sizes that are run in large (Continued on page 100)



HERE'S a machine that automatically applies a varnished, die-cut label to a tapered, corned beef tin. Always a difficult and costly hand operation until Pneumatic developed this automatic all-around labeler for 25 to 60 per minute speeds.

BRING ON YOUR DIFFICULT LABELING JOBS

DOUBLE END box or lid labeling, all-around a spice canister or tea can, or the two-piece band on the rectangular box—Pneumatic labelers do all these at hi-speeds and lower cost per container.



ACCURATE label register is essential on all of the packages above. Pneumatic guarantees accuracy, freedom from glue seepage, and secure labels which are not wrinkled.

COMBINATIONS of two or three labels can be applied in one operation on engineered Pneumatics. Body and neck, front and back, body and strip and back—registered if needed, in relation to glass design on round bottles.



SPEEDS from 25 to 125 per minute can be guaranteed by Pneumatic, depending on job requirements. Ask us to check yours.

PNEUMATIC SCALE CORPORATION, LTD.
71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)
Branch Offices:
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

UNORTHODOX MACHINES

solved the Underwood company's sardine packing problems

There are many odd, interesting and unorthodox machines manufactured in the United States today to do jobs in a fully automatic manner that heretofore had to be done by hand or at best by semi-automatic equipment. These machines, absolutely unknown to the layman, hard to describe to any but the experienced machinery engineer or purchaser of such equipment and even more difficult to design, engineer and build, are doing splendid and yeoman service on some of the most difficult operations in all lines of industry.

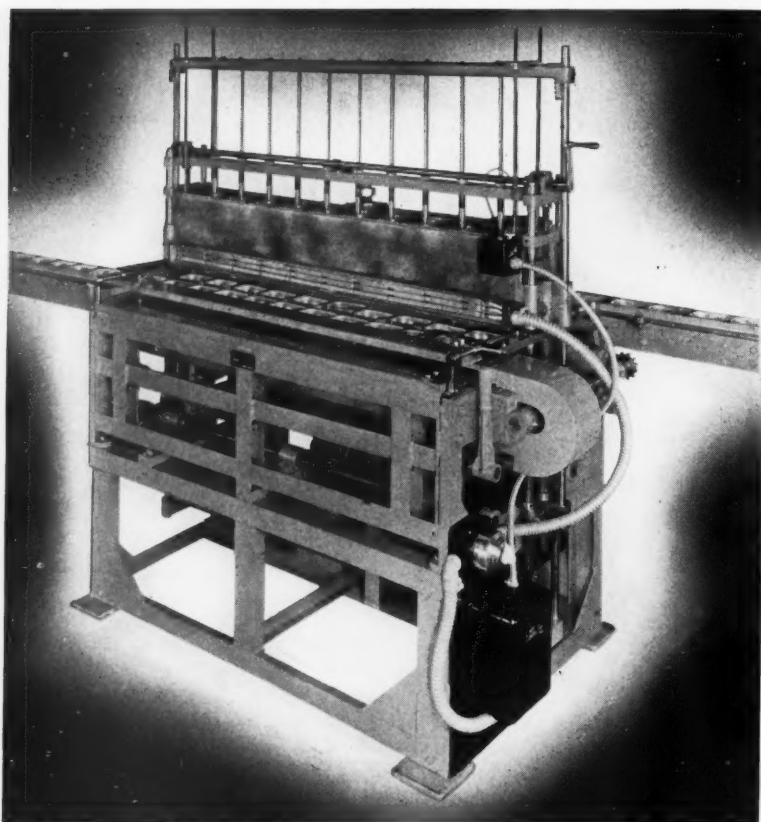
And the packaging industry is no exception. Throughout the entire packaging and bottling industry will be found machines of tricky design, doing an efficient job in the low-cost-per-unit production of all manners and types of products and packages and one of the most outstanding examples of this type are the filling machines installed by the Wm. Underwood Co. of Watertown, Mass.

For over a century, 117 years, this company has been engaged in the business of packing foods in tin or glass

for the consumer trade. One of their largest activities is the netting and packing of American sardines. Their fisheries and packing houses are located in Maine. In the various plants they operate will be seen machines of an unorthodox style, different than any machine ever designed before, sturdily constructed and yet of such fine precision that they might be likened to the construction of a high quality watch or similar precision type of mechanism.

The sardines are cleaned and beheaded, cooked and cooled by machine methods and then placed in the cans by hand. The voids of the cans are then filled with oil, mustard or tomato sauce, the covers sealed on and the goods sterilized. The one problem that presented a tremendous difficulty to the high-speed packing of sardines was that of trying to get a predetermined and exact amount of oil or sauce into each and every can of this company's sardines.

It is necessary to fill the sauce into the cans hot so that the temperature of the cans, at the time they are



1. Filling machine used by the Underwood company to control the quantity of hot sauce filled into sardine cans. Machine is equipped with electrical heating units to control sauce temperature. Speed of 70 filled containers per minute on small cans is claimed. Photo courtesy U. S. Bottlers Machinery Co.



2. General view of one of the Underwood sardine packaging plants. At the left are seen the hot oil filling machines and, at the right, the machines for applying and closing the can tops. Photo courtesy U. S. Bottlers Machinery Co.

sealed, will be sufficiently high to insure that there will be a slight vacuum in the can when the seal is effected and the oil cools. Practically all the difficulties that arise in canned fish, due either to improper sealing or improper sterilization, will become manifest by causing internal pressure and swelling of the can. If, therefore, a vacuum is created in the can at the time of packing, so the cover is drawn down tightly against the contents of the can, there will never be any doubt as to whether a can is defective.

It is further necessary to give the sauce a proper period to settle down into the interstices between the individual fish and it is necessary, therefore, that the cans pause for an appreciable interval between the time that they are filled with the sauce and the time the covers are spun on. Otherwise the sauce will remain on top of the fish and be dislodged and thrown out at the time the cover is spun in place.

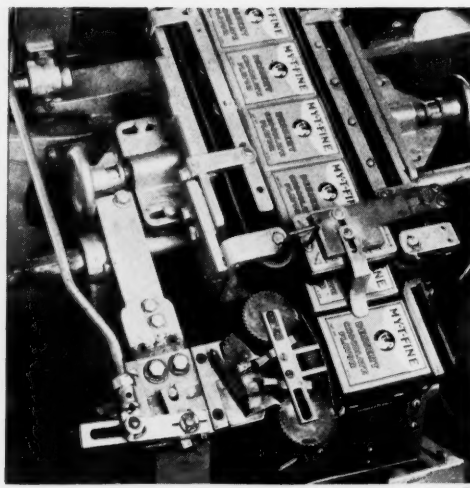
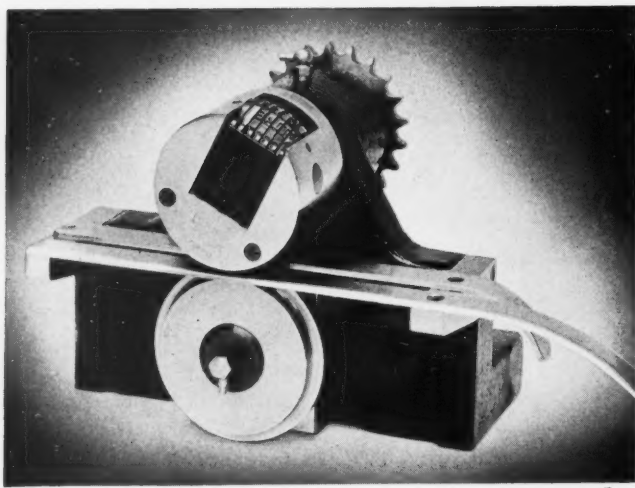
The machines designed to meet this problem have been engineered and built to fit into a packing picture that is somewhat different than the ordinary. They have been so designed that there is a storage space on the table of each individual machine for approximately 100 cans that have already been filled with the hot sauce. Seventy filled containers per minute for the smaller cans and 64

filled containers per minute for the larger cans are speeds which have been determined by the capacity of the sealing machines which spin the covers on the cans. Because the filling machines have been built with a speed greater than the maximum capacity of the sealing machines, the cans, packed with fish and filled with sauce, have at least a minute from the time the sauce is delivered on top of the fish until the cover comes into place and the can is sealed. The result is perfectly sealed containers, protected to the highest degree against faulty or defective merchandise.

In order to handle foodstuffs, it was necessary, of course, to use special metals in the machine. Stainless steels, nickel and other similar metals are used in quantity at many points.

One of the really fine pieces of engineering done on the filling machines is the mechanism used to heat and maintain temperatures in the sauce that is filled into the cans after the fish have been packed in by hand. Large and many electrical heating elements have been built into the sauce tanks on the filling machines and these are automatically controlled.

The sauces are heated, of course, before they come to the filling machines, but the temperature is stepped up an appreciable number of degrees, (*Continued on page 98*)



1. Rotary numbering device for marking carton flaps. 2. Coding device printing on bottom of dessert powder package. Both photos courtesy of Roberts Numbering Machine Co.

CODE MARKING AND DATING

by *P. W. Stone**

New legislation is creating an increasing need for dating mechanisms

Year by year the trend toward placing a code date, serial number or other identifying mark on each package or container becomes more and more pronounced in certain lines of manufacture.

The practice has been most widespread in industries producing perishable goods or those which deteriorate after a short period, such as packaged and canned foods, tobacco, candy and rubber goods. In those industries a date in code, providing definite evidence of the exact day when the product was packed, offers the maker a valuable protection against dishonest or unjustified claims of poor quality brought by dealers or other customers. If an uncoded date is used, it gives the user greater assurance of the freshness of the goods he is buying from a retailer.

But dating is only one of several aspects of package marking. The use of a code mark or serial number as a means of identification of each package is not infrequent in many lines where the problem of deterioration does not exist and where the date of packing is therefore unimportant. One major function of such marks is to make it possible to trace the channels through which the package was distributed. When the sales policy followed by the maker limits the distribution of a product to licensed

outlets, or when a strict policy of price maintenance is observed, such a reliable means of following the course of a particular package acquires major value.

Some firms find it desirable to code mark packages as a means of identifying the employee or group of employees who packed a particular product. In the case of a large organization with several factories, even the particular factory by which the product was packed is given in code. This facilitates placing the proper responsibility for any errors or unsatisfactory quality in the package.

In certain fields where a strong front has been maintained against price cutters, such considerations have always carried weight. Of late an entirely new emphasis has been given to distribution control by legislative developments. The California and Illinois fair trade acts, their constitutionality upheld by the United States Supreme Court, have now been re-enacted, with minor variations, by 40-odd state legislatures. These state laws, supplemented by the Federal Miller-Tydings Act, have placed an entirely new tool in the hands of price maintenance advocates. To any industry or trade which now faces the problem of enforcement of fair trade act contracts, a sure means of tracing the sources of packages sold is an essential aid.

Still another legislative trend, which will compel a

* The Roberts Numbering Machine Co.



Ask us to solve your problems . . .

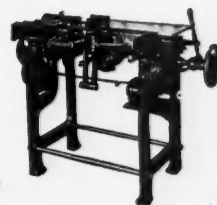
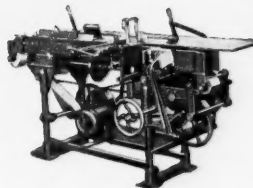
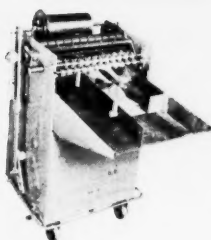
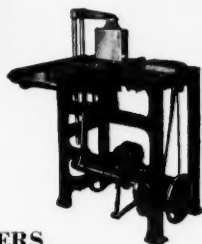
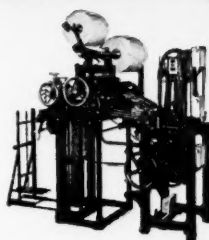
For over a quarter of a century, our staff of engineers have been solving carton packaging problems for plants all over the world. Many packages have been changed in shape and design to give them a more attractive appearance and to increase their sales, at the same time lowering their production costs.

Machines have been developed to set up and close these cartons economically and at rates of speed to meet requirements.

Most of the biscuit, cracker, lard, shortening, cheese, macaroni and frozen foods cartons are handled on PETERS Machines . . . also a large number of other cartons for various products.

This equipment is built in completely automatic and semi-automatic models to set up and close cartons at speeds ranging from 10 to 60 cartons per minute. Send us samples of your cartons or their sizes and ask us to recommend machines to handle them economically.

It will pay you to investigate this equipment.
Write or consult us for
recommendations.



WELL KNOWN USERS OF PETERS MACHINES . . .

Frosted Foods Sales Corp. . . Loose-Wiles Biscuit Co. . . Swift & Co. . . United Biscuit Co. . . Armour & Co. . . C. F. Mueller Macaroni Manufacturing Co. . . Beech-Nut Packing Co. . . National Biscuit Co. . . Prince Macaroni Co. . . Kraft-Phenix Cheese Co. . . Procter & Gamble Manufacturing Co. . . Wilson & Co. . . Cleveland Tack Co. . . Cudahy Packing Co. . . York Cone Co. . . Grennan Cake Co. . . Borden & Co. . .

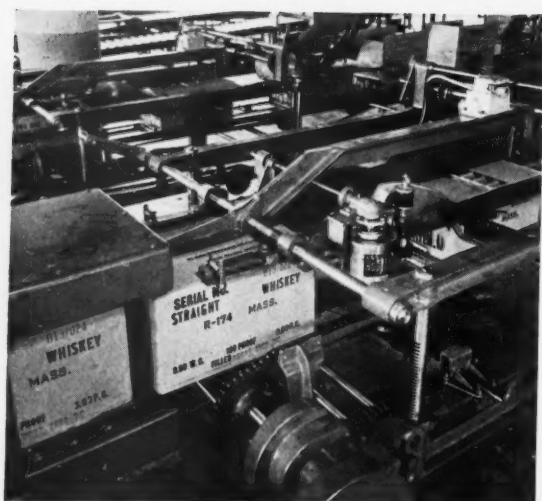
PETERS MACHINERY CO.

4700 Ravenswood Avenue, Chicago, Illinois

Canadian Representative: DELAMERE & WILLIAMS, LTD., W. Toronto, Canada
British Representative: BAKER PERKINS, LTD., Peterboro, England

JANUARY 1939

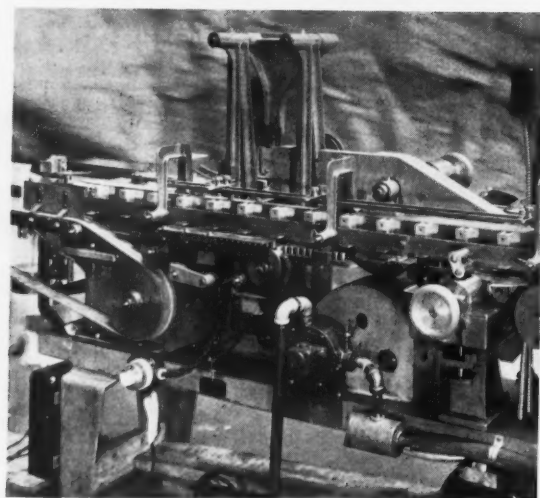
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3. Case dating device used as attachment to case sealing machine. Courtesy J. L. Ferguson Co. 4. Device for dating and coding cases, adjustable to fit a wide variety of shapes and sizes. Courtesy J. L. Ferguson Co. 5. Carton filling and sealing machine equipped with dating or code marking mechanism which debosses impression into carton flap. Courtesy Stokes & Smith Co.

wider use of identifying marks on packages, is already noticeable. Here and there state laws have been enacted, applying particularly to perishable products, which make it compulsory to place on every package the date when packed, or other information. Typical of this class of legislation is a Louisiana law requiring the date of baking to be shown on bread wrappers; a California law requiring both date of manufacture and date of packing to appear on packages of certain rubber goods; a Pennsylvania law requiring original packaged food to be labeled with the name and address of manufacturer or packer, but with certain limitations, one of which permits substitution of "a code marking identifying to the wholesale dealer or distributor the name and address of the manufacturer or packer."

The simplest application of code marking or dating occurs probably in the case of products, such as fresh milk or bread, where the day of the week is the only information to be shown. Usual practice in the past, in such cases, has been to print a certain quantity of wrappers, labels, or bottle caps in advance complete for each day of the week.

In general, it is preferable not to apply the code mark or date to the package until it has actually been packed. If a date is applied in advance, daily production must be estimated for the purpose, with resultant waste of packages dated in excess of actual production.

The need of applying the mark to packages already filled introduces most of the technical problems inherent in code marking. The use of ordinary printing equipment is not practical, even when mass production is involved. To be practical, a method must permit easy changing of the characters to be stamped. Thus the most suitable marking devices are those equipped with bands or wheels, each carrying a number of different characters, which can be quickly re-set.

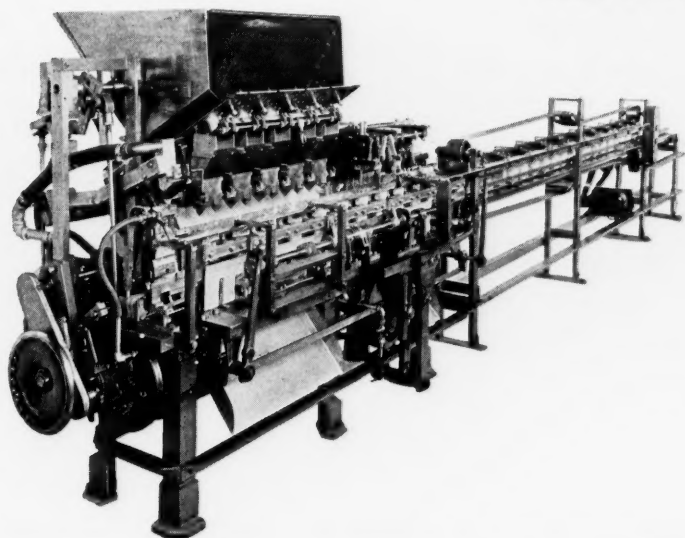
One problem frequently encountered, with packaged foods for example, is the lack of resistance to pressure of the filled packages. The code mark must be placed on an unevenly depressed surface, which requires a special design of the marking elements to suit the package. Another problem is that ink in some cases cannot be used because of possible contamination of the product. Generally speaking, it may be said that when volume of production is small enough for filling or packing to be done satisfactorily by hand, code marking of packages is best handled with hand-operated or foot-operated devices, some of which are extremely low in cost. When packaging machines are used, it is preferable to use automatic devices mounted as attachments.

When a serial number is used, or a code consisting of figures only, standard models of hand numbering machines, such as carried by any good commercial stationer, may serve the purpose for small quantity production.

When somewhat larger production makes a stationary hand operated machine desirable, slightly larger machines of similar design may be used, mounted on a platform, and operated either by hand or by a foot pedal.

New BAG PACKAGING MACHINE

CELLOPHANE OR PAPER BAGS



A long awaited AUTOMATIC BAG FILLING MACHINE has arrived, for Cellophane or paper bags.

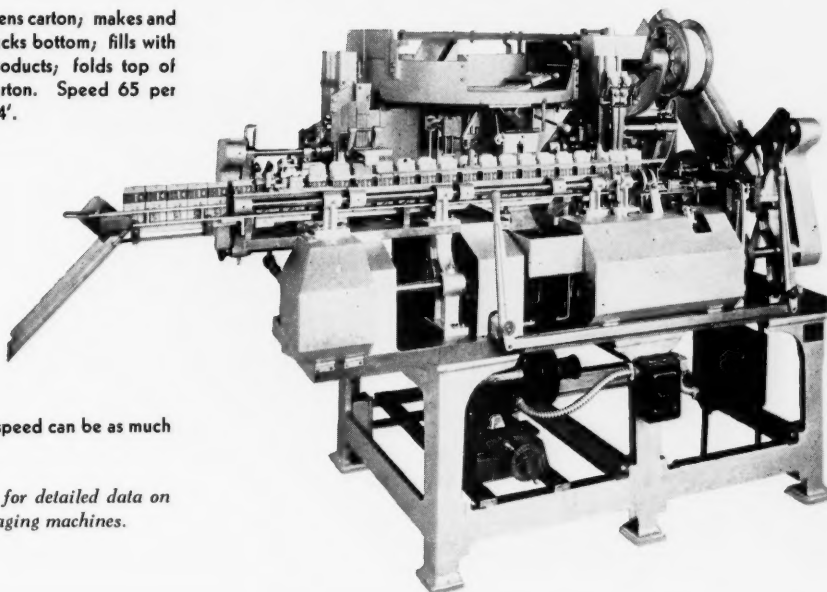
OPERATION: Feeds bags from magazine; opens and delivers under filling stations; fills bulk of load in four successive steps and finishes with dribble stream over an electrically controlled scale. Then folds and glues top and passes into conveyor drier.

SPEED: 40 complete bags per minute; one attendant; floor space 3' x 12' overall.

PRODUCTS: Rice, Peas, Beans, Macaroni, Coffee, Tea, Hard Candy, etc.

CARTONING, LINING AND FILLING MACHINE

This machine feeds and opens carton; makes and inserts liner from a roll; tucks bottom; fills with cough drops or similar products; folds top of liner and tucks top of carton. Speed 65 per minute. Floor space 6' x 4'.



When liner is omitted the speed can be as much as 150 per minute.

We invite your inquiries for detailed data on this advanced line of packaging machines.

U. S. AUTOMATIC BOX MACHINERY CO., INC.

ALSO OWNING AND OPERATING THE NATIONAL PACKAGING MACHINERY CO.

CARTONING MACHINERY CORPORATION

18 Arboretum Road, Roslindale (BOSTON), MASS.

Branch Offices:

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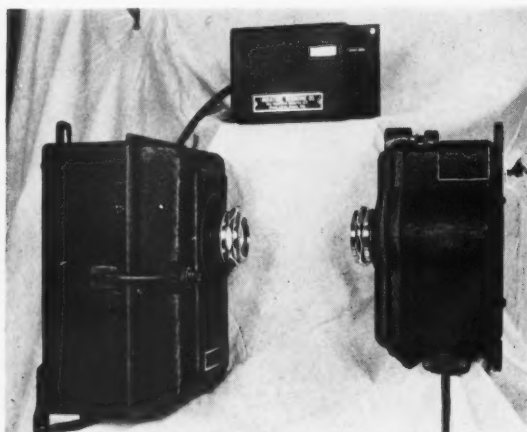
Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY • METHODS AND SUPPLIES

PHOTO ELECTRIC PACKAGE COUNTER

The Industrial Recording Co. has developed a combination photo electric cell and counting mechanism for use in recording the production of packaging machines or the number of units passing a given point on conveyor equipment. The electric eye mechanism, it is claimed, will operate at speeds up to 800 per minute provided a space between packages of $\frac{1}{2}$ in. or more is maintained.

Two types of counter units are available, one guaranteed for speeds up to 15,000 per hour and the other up to 36,000 per hour. All adjustments are pre-set at the factory and the unit may be mounted on the conveyor or on heavy brackets adjacent to the conveyor by regular plant maintenance men.



Package counting device of the Industrial Recording Co.

It is claimed for the unit that it permits the taking of a count at points inaccessible to production operators, thus avoiding all possibility of tampering with the counting device. The device operates on A.C. or D.C. current. It is equipped with weather-proof metal case with lugs for easy installation. Water-proof housing can be furnished where necessary.

The photo electric equipment may also be adapted for control purposes such as stopping conveyors in case of a jam, controlling conveyors or weighing machines, shutting off valves, etc.

TRANSPARENT SHEETING MATERIAL

The plastics division of the Monsanto Chemical Co. announces a new addition to its plastics group, namely, a transparent cellulose acetate sheeting known as Vue-Pak. New equipment has been erected to produce Vue-Pak in all practical sizes and gauges. The special machinery

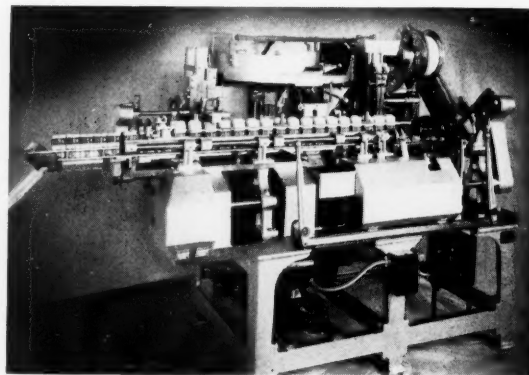
developed for the new process is designed, it is claimed, to produce transparent sheeting with a maximum gauge variance of .0005 in.

Particular attention, it is said, has been given to the forming and handling characteristics of Vue-Pak, as it is anticipated the major use for the material will be in rigid and semi-rigid transparent packages and containers.



TAMPER-PROOF CAP

The Guardian Safety Seal Co. has announced the development of a one-piece tamper-proof cap known as the pull away bar cap. The closure is opened by pulling a weakened strip, located at the lower portion of the cap, off in either direction. A long skirt is provided so that the re-closure may simply be dropped onto the container as a dust cap in busy bars. A tighter closure may be effected, of course, by re-screwing the thread at the top of the cap onto the glass finish.



COUGH DROP CARTONER

A new machine for the cartoning of cough drops and similar tablet products has been developed by the United States Automatic Box Machinery Co., Inc. The machine



Man Bites Dog!

That's NEWS!

In like manner, the success of MIKAH Glues has been built on gluing problems we *haven't* been able to solve . . . because they are so few and far between!

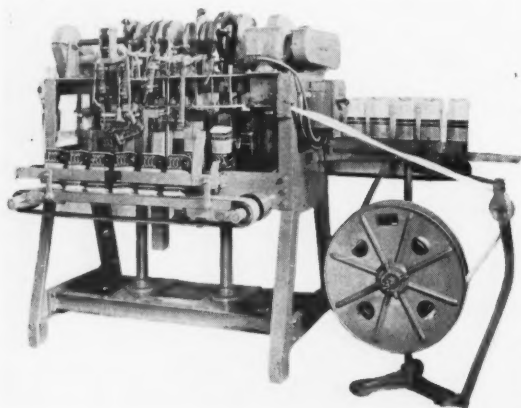
NATIONAL ADHESIVES CORPORATION

820 GREENWICH ST., NEW YORK—CHICAGO—PHILADELPHIA—BOSTON—SAN FRANCISCO—and All Principal Cities

JANUARY 1939

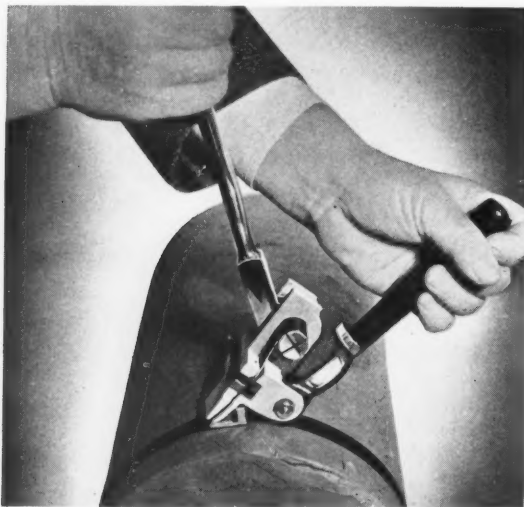
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automatically feeds the knocked down carton from a magazine, opens same, closes the bottom tucks, feeds a bag liner from a roll and inserts the liner into the carton, after which cough drops are filled into the package, the drops being measured by a counting device. The top of the bag is then folded before the tucking of the top of the carton. Completed cough drop packages, it is claimed, are delivered at a rate of 70 per minute.



TINTIE BAG CLOSING MACHINE

Benj. C. Betner Co. has developed a machine which automatically manufactures its own tintie attachment and closes and seals packages containing coffee of varied pack heights at a rate of 30 finished containers per minute. The machine operates with standard CL-1 duplex coffee bags and is mounted on casters to permit its movement from one intake conveyor to another for various grinds and brands of coffee. Standing 5 1/2 ft. high, the unit occupies a floor space of 3 1/2 ft. by 8 1/2 ft. A 1 1/2 hp. motor is required for operation of the unit. The machine weighs 1700 lbs.



STEELBINDER MACHINE

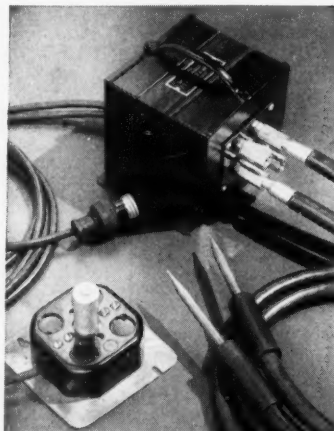
A. J. Gerrard & Co. has developed a new light weight alloy steel binding machine capable of using any width

of band from 1/4 in. to 3/4 in. in width and from .010 in. to .028 in. in thickness—annealed or unannealed strip steel, hoop or box strapping. No mechanical change to the machine is required other than to change the size of seal for the desired width. A combination hammer and cutter is used to close the seal.

The machine, it is claimed, is capable of binding articles, round or rectangular, as small as 3 in. in circumference as well as to tie lifts of such articles as steel bars, angles, shafting up to several tons in weight. It also ties incompressible articles such as glass bottles, etc.

STEEL RULE JOINT BRAZER

J. F. Helmold & Brother, Inc., announce the development of a new device which brazes joints in steel rule dies, thus preventing their opening up and separating during operation. The unit, it is claimed, instantly seals joints against chaff and holds them firmly in place. The brazing is done after the rule is mounted in the die lumber or, if necessary, directly on the press. There is no danger from shock, it is claimed, since high tension currents are now being employed.



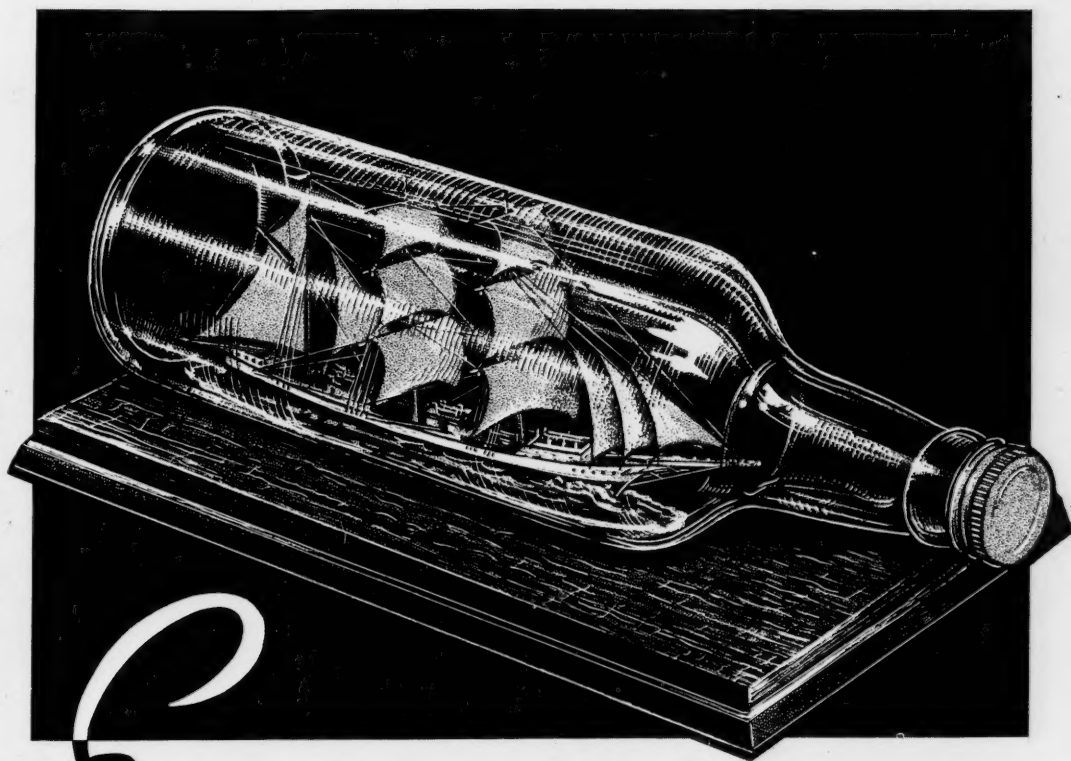
J. F. Helmold steel rule joint brazer.

The unit consists of a portable transformer and switch, cables and electrodes, brazing alloy and flux. It operates by direct plug connection to any 110 volt alternating current outlet.

STATIC NEUTRALIZER

An ionizing device for the purpose of neutralizing static electricity has recently been developed by The Simco Co. Consisting of a flat metal bed with very closely spaced holes drilled in it, the unit can be designed to cover any present air outlet or can be furnished mounted in front of a fan, if desired.

A series of miniature static bars are mounted on the back of the plate and suitably insulated from it. The bars are charged by means of a special power unit capable of producing either a plus, minus, or both plus and minus potentials, alternately. The air as it passes through the holes is highly ionized and, it is claimed, is therefore capable of removing electric charges from any material or from the atmosphere itself, at a distance of up to ten feet or, in some cases, even more.



Engineered...



WASHERS
CLEANERS
FILLERS
CAPPERS • CORKERS
CONVEYORS
FILTERS • PUMPS
STILLS

to fit a full-rigged vessel into a bottle requires a knowledge of how it's done—and how it's engineered! And to fill your container efficiently, rapidly and economically to insure a low-cost-per-unit requires efficient—even inspired—machinery design.

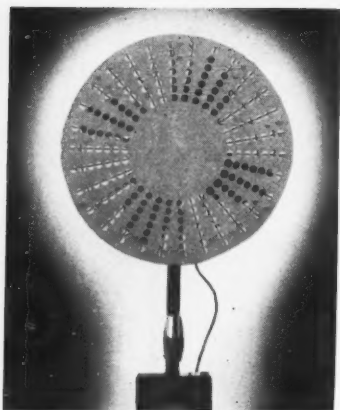
The complete line of our machinery of engineered-design offers moderate first cost to the price-conscious executive and lasting, foolproof performance to the production-minded plant manager.

U. S. BOTTLERS MACHINERY CO.

4030 N. Rockwell St., Chicago, Ill.

Offices and Agents Located in New York • Cincinnati • Denver • Los Angeles • Omaha
San Francisco • Seattle • New Orleans • Detroit • Memphis • St. Louis • Toronto

MACHINERY OF ENGINEERED-DESIGN

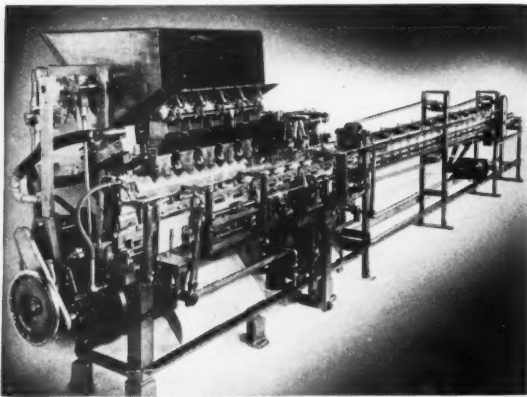


Static eliminating device as installed on floor stand air circulator.

The new development, it is said, finds application in the prevention of fires in all kinds of rotogravure processes and in manufacturing processes where highly inflammable or explosive vapors are present. The new ionizing plate, however, is not intended to replace the present metal-encased Simco static eliminating bars now being used in the printing and processing of paper, textiles and other products.

BAG PACKAGING MACHINE

The United States Automatic Box Machinery Co., Inc., has developed a new machine which automatically feeds cellophane or paper bags from a magazine, fills the bulk of the product in four successive stations and finishes the weight over an electrically controlled scale. The bag is then folded and glued, given a final fold and passed into a compression dryer.



A production speed of 40 completed packages per minute is claimed. The machine is designed to handle such products as rice, peas, beans, coffee, hard candy, etc.

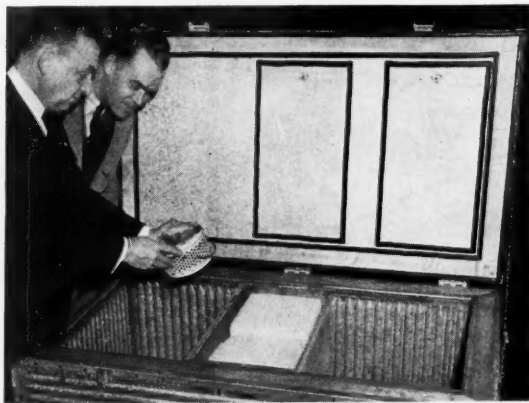
REFRIGERATED EXPRESS SERVICE

The Railway Express Agency has inaugurated a new refrigerated container service for the shipment of perishables such as frosted foods, fish, pharmaceuticals, fresh fruit and vegetables which, it is hoped, will open up markets not hitherto available to shippers by providing

an opportunity for the small consignor of LCL shipments to reach all markets.

Church Freight Service, Inc., a new organization set up for the purpose, provides the containers to the Railway Express Agency, the special containers having been designed by Major Elihu Church and manufactured by the General Electric Co.

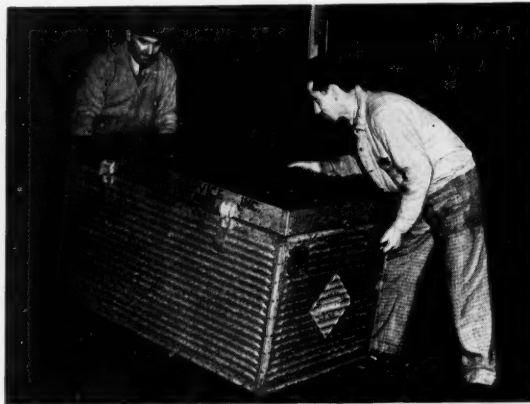
The refrigerated cabinets, with a merchandise capacity of 10 cu. ft., have overall outside dimensions approximately 52 in. by 31 in. by 33 in. and are constructed of heavy duty corrugated metals. The ice bunker is designed to hold 100 lbs. of dry ice or 90 lbs. of water ice and food compartments have a cargo capacity of 300 lbs.



Interior view of the new Church container. Note center ice compartment and rubber cushion protective padding.

Preliminary tests are claimed to indicate that a charge of 100 lbs. of dry ice will protect a shipment for more than 72 hours in outside atmosphere temperatures averaging up to 90 deg.

The containers are caster mounted and will be handled by the Express Agency with the same speed and the same pick-up and delivery service as other express shipments. A special "Church container" tariff will become effective Jan. 15, 1939, with express charges for the net weight of contents assessed according to distance shipped, plus a service charge for the use of the containers based upon time periods.



The caster-equipped containers are easily moved onto and off trucks and cars and easily handled in the plant.

Plants and Personalities

NEWS

NOTES

TRENDS

THE ARMSTRONG CORK CO., Lancaster, Pa., has purchased the Hart Glass Manufacturing Co., Dunkirk, Ind. The Indiana company, it is announced, will continue to be operated by the present management and the Hart and Armstrong sales organizations will be combined as soon as practicable. Francis H. May, former general manager of the Hart Glass Manufacturing Co., will become the new head of the glass department of Armstrong's glass and closure division.

Purchase of the Hart organization follows the acquisition by Armstrong of the business of the Whitall Tatum Co., thus further expanding into the glass container manufacturing industry.

UNITED STATES AUTOMATIC BOX MACHINERY Co., Inc., and its affiliate organization, National Packaging Machinery Co., have moved into their new factory building located at 18 Arboretum Road, Roslindale, Boston, Mass.

The company has acquired the assets, patents and goodwill of the Cartoning Machinery Corp., Newport, R. I., and has employed a number of their engineers and skilled mechanics. Cartoning Machinery Corporation's general line of automatic machines for packaging will be incorporated into the United States Automatic Box Machinery Company's line.

C. FREDERICK CHAPLIN, for many years associated with the Nashua Gummed & Coated Paper Co. and recently in charge of the gumming and coating division in New York, has severed connections with that company.

Mr. Chaplin will take charge of sales in New England and New York State for the Holyoke Printed & Coated Paper Co., with offices in the Statler Building, Boston, Mass., handling a complete line of metalics, printed and all types of box papers. He will, in addition, handle other paper items with other mill connections which have not as yet been announced.

THE PLASTICS DIVISION of the Monsanto Chemical Co., Springfield, Mass., has opened a sales office in Montreal, Canada. L. C. MacLeod will be in charge of the new office, located at 378 St. Paul Street, West.

WILLIAM O'NEIL, industrial designer, has purchased complete interest in the partnership of O'Neil & Babbitt which has been dissolved by mutual agreement. Mr. O'Neil will continue to do business at 271 Madison Ave., New York, N. Y., under the name of William O'Neil.

JAMES R. TURNBULL has been appointed sales promotion and advertising manager of the plastics division of the Monsanto Chemical Co., St. Louis, Mo.

A. F. LANDEFELD has been appointed manager of Pliofilm sales by the Goodyear Tire & Rubber Co. A. B. Clunan has been appointed manager of sales in the packaging fields and E. B. Brester has been placed in charge of sales promotion.

WILLIAM T. CRUSE has been appointed director of the new Molding Powder Division of the Sales Department of the Celluloid Corp.

W. C. RITCHIE AND CO., Chicago, Ill., announces the establishment of a transparent packaging division. Sales and promotion of the new division will be under the direction of George S. Denning, vice president.

P. SHELTON WEEKS, JR., formerly associated with the J. Walter Thompson Co., has joined the New York office of the Dobeckmun Co. He will specialize in the development of cellophane packaging for products in the grocery and drug field.

THE AMERICAN MANAGEMENT ASSN., New York, announces details of the eighth annual packaging competition for the Irwin D. Wolf awards. The judges will be as follows: James C. Boudreau, director, School of Fine and Applied Arts; W. F. Deveneau, sales promotion manager, National Folding Box Co.; Joseph M. Givner, assistant to the vice president, Lord & Thomas; C. B. Larrabee, editor, Printers' Ink Publications; Mrs. Carol Willis Moffett, New York; Miss Dorothy Shaver, vice president, Lord & Taylor.

All packages entered in the competition will be exhibited at the Ninth Packaging Exposition, Astor Hotel, New York, March 7 to 10, 1939.

WESTERN DIVISION of the National Paper Box Manufacturers' Assn. will hold a convention at the Drake Hotel, Chicago, Ill., January 30 and 31. The convention committee includes: George J. Kroeck, Kroeck Paper Box Co., Chicago, Ill., chairman; Robert H. Ritchie, W. C. Ritchie & Co., Chicago, Ill.; Alfred C. Anders, Bradner Smith & Co., Chicago, Ill.; Harry W. Gellersted, Container Corp. of America, Chicago, Ill.

GUSTAV JENSEN, industrial designer, is now located at 16 East 48th Street, New York, N. Y.

FOR YOUR *information* FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

A PATENT PROTECTION CLAUSE, TO BE INSERTED in contracts covering the purchase of equipment manufactured by its members, has just been prepared and distributed by the Packaging Machinery Manufacturers Institute, with the recommendation that it be used as a guide in determining the guarantees they make with regard to patent infringement.

This clause, which limits the liability of the vendor in patent infringement suits to damages or awards not exceeding the purchase price of the equipment, plus the cost of defending the suit—was prepared as a result of action taken at the annual meeting of the Institute on November 16. That meeting unanimously endorsed the patent protection provisions contained in the Packaging Machinery code under NRA, and decided to prepare and distribute a clause embodying those principles, which follow established trade custom in the industry. The clause, as distributed to members on December 10, embodies the code principles, and is as follows:

"It is understood that the vendor does not assume in this or any other contract any obligation or liability in connection with patent infringement suits brought against the purchaser or user of the machinery and/or equipment and/or parts thereof, other than to assume the expenses involved in the defense of suits brought in the United States on the charge that such machinery and/or equipment and/or parts thereof manufactured by vendor constitute in and of themselves an infringement, plus damages, profits or other award in an amount not to exceed in aggregate the cost price of the machinery and/or equipment and/or parts thereof directly involved in any such suit."

In recommending this clause in determining the limitation of guarantees, and for use in contracts covering the purchase of equipment, the Institute has stressed the present need, as expressed at the annual meeting, for a patent protection clause which would fairly and adequately define the responsibility of the vendor, state the *limit* of liability he should assume, and protect him against possible consequences of signing broad and un-

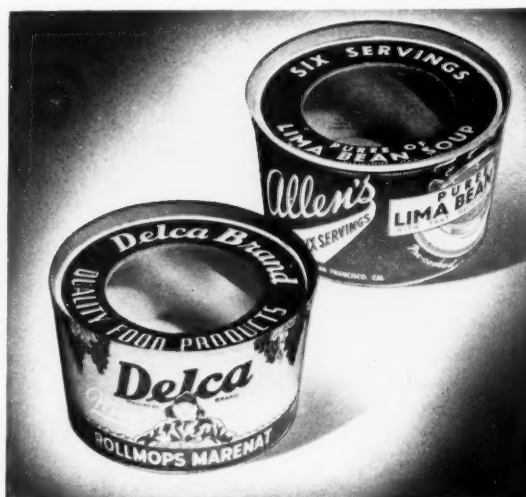
limited guarantees which certain customers insert in their contracts. The dangers in signing such broad guarantees were emphasized as, (1) the vendor could be assessed damages based on the value of all packages passing through the machine in question, in an amount beyond his ability to pay, (2) the practice of extending broad guarantees to certain customers is considered unwise in view of the Robinson-Patman Act, which prohibits granting discriminatory favors to customers.

So that the industry as a whole may be informed of the patent protection clause and reasons for its recommendations, the Institute is distributing copies to all manufacturers of packaging equipment.

GEORGE D. ELLIS & SONS, INC., Myers Manufacturing Division, Philadelphia, Pa., has published a catalog on Myers Labelstik seamless metal boxes which comprehensively describes and illustrates the various types of boxes available. Data as to size and capacity of the different containers is listed and price is likewise given.

STANDARD CONVEYOR CO., North St. Paul, Minn., has issued a new eight-page brochure descriptive of its conveyor equipment for the dairy and related industries and providing specifications for milk can and milk bottle case conveyors.

THE UNITED STATES PULP AND PAPER INDUSTRY is the title of a 100-page booklet issued by the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce and available from the Superintendent of Documents, Washington, D. C. A general survey of the industry, the volume contains much interesting data on paper packages and package specialties, including transparent cellulose sheeting, cellulose wadding, shipping containers, paper cups and paper milk bottles.



These containers were erroneously credited in the December issue of MODERN PACKAGING to another supplier. They are the product of the Mono Service Co.



A speedy, economical packaging line

The Morrison Company of Philadelphia packages a wide variety of powdered puddings, pie fillings and ice cream preparations on Stokes & Smith equipment. Three attendants produce a continuous stream of tightly sealed, non-sifting, bag-lined cartons.

The cartons are hand fed to the carton sealer, which seals the bottom flaps and carries them to the Universal Fillers. There attendants fill the bags and place them in the conveyed cartons, which then move on to the Sealer. There the open top of the bag is automatically sealed in with the top flaps of the carton and the packages are conveyed under pressure to the shipping table.

Similar semi-automatic or fully automatic Stokes & Smith equipment with automatic carton feed, bag inserting and automatic filling, for the production of sixty packages per minute is also available. An S & S Packaging Engineer will gladly suggest the proper equipment for your particular needs. Write for information.

FOR PRODUCTION OF 15 TO 60 PER MINUTE

STOKES & SMITH CO

PACKAGING MACHINERY

PAPER BOX MACHINERY

Frankford, Philadelphia, U. S. A.



MINIATURE BOTTLES

(Continued from page 47)

of these types would seem to be particularly appropriate for use in counter displays in stores where space is at a premium and where the presentation of a full range of full sized containers would require far more space than the dealer might be expected to allot to a given line of items. The natural fascination exercised by a miniature item should prove, in such instances, to provide added attention value for such displays although, of course, effort must be made to avoid permitting the consumer to become confused with the idea that the miniature is actually the full sized package.

Credit: Bottles here illustrated fabricated by Glass Industries of America, Inc.

THE NEW FAMILY ALBUM

(Continued from page 58)

the package seems to be, in every respect, a fine, hand-tooled volume. A button type fastener is utilized to hold the lid firmly locked in place. The library is available in three color choices—burgundy, green or blue.

Whereas there are many slide carriers on the market, Bausch & Lomb's survey of the field disclosed a lack of containers that would be welcomed as a decorative note in the home. Thus the development of a container rich in appearance yet, as reported by the company, reasonable in price. This combination of quality and appearance has created a reception for the product far beyond the company's original expectations.

POTTERY IS COMING BACK

(Continued from page 39)

by a metal band around the container's neck. As marketed, the container holds fancy grade honey, stoppered for sanitation with a cork seal. Pottery stoppers, in colors to match those of the containers, are attached by a string tie to the coffee server. The same tie serves to hold in place a cellophane overwrap which assures sanitation to the container's neck. Re-sale in multiple quantities to the individual consumer is sought through the use of a range of colors, including orange, blue, yellow, green, gold.

Credit: Meier's wine pitchers—labels by the Foxon Co., pottery containers by the Uhl Pottery Co., closures

by Armstrong Cork. Meier's miniature jugs—containers by the Uhl Pottery Co. Coffee server package—Container by Gladding, McBean & Co., labels by Evans Printing Service, closures by American Cork Co.

SPARKLING BOTTLES BOOST SALES

(Continued from page 66)

background was selected, spotted with silver stars and contrasting with a rich vermilion.

It later developed that this label scheme and great consumer appeal as well, presumably because the individual purchaser wanted the same "night club" effect when purchasing the product for house party use. Dealers also found the colorful label and the light-reflecting bottle very effective in counter and window display and the introduction of the new container was marked by a sharp rise in the voluntary use of Harkavy beverages for display purposes.

Although no other sales helps beyond package redesign were utilized by the company, the club soda, in the short period since its introduction, was transformed from a sales laggard to the best seller in the entire line.

These results prompted the company to scrap several hundred thousand beverage labels already in stock and to have new designs developed for the 14 flavored beverages which complete the line. The layout and design theme utilized for club soda was slightly altered to meet the requirements of the flavored type of beverage and to keep the club soda in a distinctive position.

Research disclosed that the all white label used heretofore had caused confusion as to flavor, not only among consumers, but among dealers and even among the company's own truck drivers. The new labels, therefore, were designed to reflect as accurately as possible the nature of the bottle's contents through variation in its color scheme. The oldtime traditional effects, such as the picturization of flavor (i.e., illustration of cherries, etc.), were abandoned as was a good deal of superfluous copy which had formerly been given particularly prominent display position.

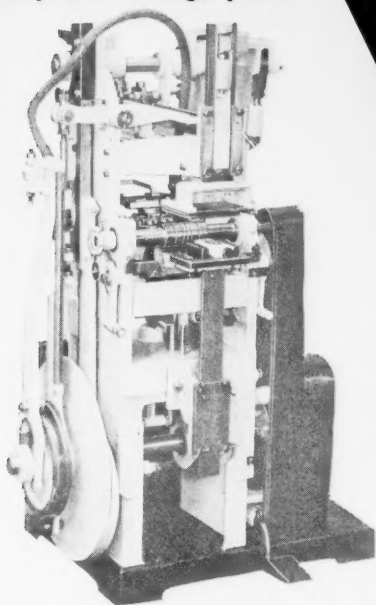
The new packages were provided with new closures and metal foil cap wrappers—the latter a decorative note which had not previously been utilized.

The sales increase with the flavored beverages, while very substantial, did not, of course, equal that of the club soda inasmuch as the flavored items meet with a different type of marketing situation. The increase in both cases, the company reports, however, has been well maintained and far exceeds any original anticipations.

Credit: Bottles by Glenshaw Glass Co., Inc. Labels by the Empire Lithographing Co. Closures produced by the Mundet Cork Corp.

*Add a \$10.00 finish
— to a 10c item!*

Perfect register
Over-all glueing
No wiping of bottles
Petty cash change parts



IMPARTING neatness and a sense of value to toiletries is in itself a worthwhile advantage in mass and class markets. Achieve it by labeling on the

PONY LABELRITE

and at the same time *SAVE* real money ... Plant managers have found the Pony Labelrite to pay for itself in six months.

Ask for Catalog and PROOF!

NEW JERSEY
MACHINE
CORPORATION
HOBOKEN, N. J.



Chicago
519 W. Washington Blvd.

West Coast Agent
L. H. Butcher Company
Los Angeles, Calif.

Canada
R. S. Gold
Toronto

DISPLAYS THAT SELL IDEAS

(Continued from page 69)

which materially emphasizes the unit by illuminating the two "doors" as well as the reproduction of the chemist on the background.

Both the centerpiece and the two side pieces are so designed that they can be utilized in either large or small display windows. In addition, there are two other small pieces, one reading "Let us fill your prescriptions," and the other "National Pharmacy Week," which lend added interest from the dealer's viewpoint. The nature of the ensemble is such that a considerable assortment of actual merchandise is required in order to make a proper installation—a point that is helpful in persuading pharmacists to keep up their stocks.

The results that have followed installations of this display have been unusual. Physicians have commented on its excellence and suitability and many pharmacists have reported increases in their prescription business. In addition, the good will created for Parke, Davis & Co., as expressed by numerous dealers, has been very marked. Their added cooperation has proved to the company that a window display based on a sound substantial ground and a worthwhile idea will produce phenomenal results when used as this display material is being used.

Credit: Display produced by Thomas A. Schutz Co.

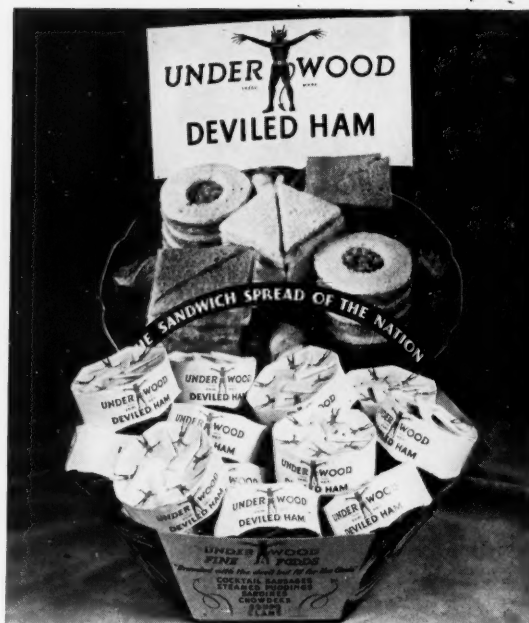
73 YEARS OF PACKAGE CHANGE

(Continued from page 37)

wrap were far more conventional, using a variety of dainty types and a carefully interlaced arrangement of the initials "W," "U" and "Co." to achieve a design closely resembling two corporate seals.

The design had been developed for a new line of deviled meats which Wm. Underwood was marketing and, substantially, the same design, with a series of minor modifications, has been utilized almost to the present day for the deviled meat products of the company. So highly esteemed was the design, in fact, both in the Underwood Co. and in the trade at large, that for many years great hesitancy was shown in utilizing the famed and valuable devil as a portion of the design on the company's other lines—sardines, clams, a wide range of vegetables, etc.

Changes were indeed made on the original label from time to time, many of these being introduced quite unintentionally by engravers and lithographers when new orders of labels were printed. Other changes were more deliberate. The devil was replaced on certain export packages by a very resplendent picture of Uncle Sam who, strange to say, retained many of the features of the original imp. This change was necessitated by the fact that the original devil design had been successfully



Direct color photography is used on this display basket to picture the taste tempting appearance of deviled ham when used as a sandwich spread. Design, color photography and lithography by the Forbes Lithograph Co.

pirated* in some Latin countries prior to the arrival of the Underwood Co. itself upon the scene. Thus Underwood sales agents found the design preëmpted and were forced to wire home for something just as good. Under the circumstances and in view of the current opinion of the United States as held by most south and central Americans, the use of Uncle Sam would seem to be singularly appropriate.

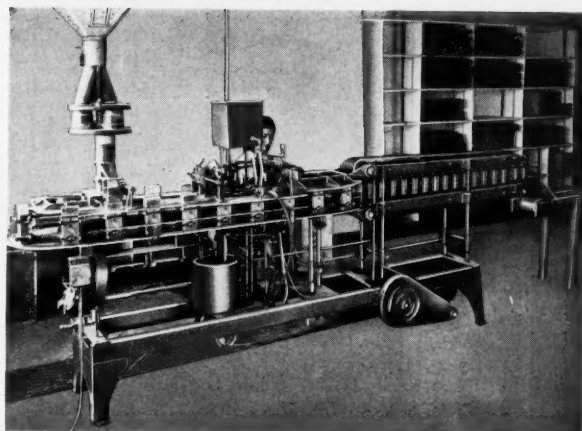
Ten or fifteen years before the turn of the century, the company branched out to produce a number of other lines in addition to the deviled meats. The early labels used a fish net background and very bold, if unimaginative, illustrations of clam shells and similar nautical objects. The lettering was still somewhat rococo and the back portion of the label still bore the intertwined "W" and "U" and "Co.," gayly holding hands after all these many years.

About 1915 an extremely radical move was made in the form of a decision to extend the devil trade mark to all of the company's products. There were, to be sure, some misgivings about the advisability of this course and at first the use of the devil was restricted to an "Underwood's Seal of Quality." This seal, bearing the red devil, began to be placed, in an inconspicuous manner, upon all of the company's labels and served as an entering wedge for the wider use of the devil for some seven or eight years. The seal, in fact, hung on for a number of years after the devil had stepped off the seal and onto the front portion of the label.

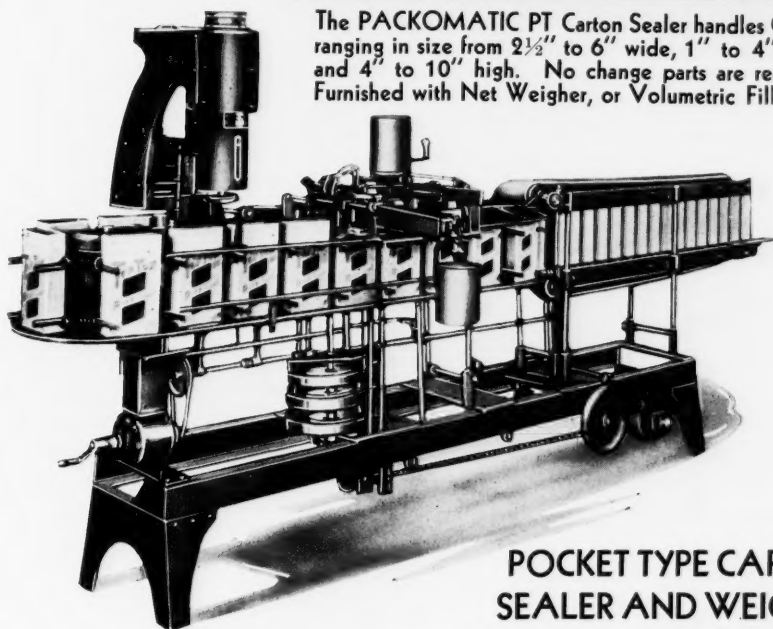
Thus the label, in the year 1920, discloses the use of two devil trade marks, flanking an ornate cup of clam chowder, with a third devil reposing in shadowy fashion on the seal on the back portion of the can. About this

**ADJUSTABLE FOR
WIDE RANGE OF SIZES**

**SPEED UP
TO 30 PER
MINUTE!**



The PACKOMATIC PT Carton Sealer handles Cartons ranging in size from 2½" to 6" wide, 1" to 4" deep, and 4" to 10" high. No change parts are required. Furnished with Net Weigher, or Volumetric Filler.



**POCKET TYPE CARTON
SEALER AND WEIGHER**

Our engineers will gladly help you analyse your equipment requirements, confidentially, and without obligation.

An easily adjustable machine, requires only one operator. Cartons are registered into pockets by operator, where they are held squarely in adjustable holders, which move intermittently. All operations for the sealing of bottom flaps, weighing, filling and sealing top flaps are automatically performed.

PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

—REPRESENTED—

NEW YORK	SAN FRANCISCO
BOSTON	LOS ANGELES
CHICAGO	SEATTLE
CLEVELAND	DENVER
ST. LOUIS	NEW ORLEANS

Other PACKOMATIC machines include Shipping Case Sealing Machines—Net and Gross weight scales, Volumetric Fillers, Auger Packers, Carton Forming Machines, and many others.

time, the deep blue background and silver lettering of the earlier clam chowder labels with their fish net backgrounds had been abandoned in favor of a clear white background and colorful red and blue lettering and illustrations.

The entire treatment of packaging within the company had become a far more conscious process and a definite trend set in toward greater uniformity of the design of all labels and toward the use of the red devil and the name "Underwood" to distinguish the products. As new products were developed, these labels, however, were designed for them in a somewhat hit or miss manner, depending upon the size and shape of the container and the nature of the product. The red devil would appear sometimes in one place and sometimes in another. A vignette was sometimes used and sometimes eliminated. Except for the white background, which was common to hundreds of other labels for canned foods, no other definite design motif was adopted.

The general advance in package design throughout the food field rendered this mode of operation increasingly obsolete, until the company finally decided to enter upon a complete revision of all labels. Designer Arthur S. Allen was called upon to produce a standard form of design by which Underwood products could be distinguished as far as they could be seen. The new labels, adopted late in 1937, have in the year since their introduction achieved remarkable results in terms of trade acceptance, consumer acceptance and sales, results which are all the more remarkable in view of the preceding chaos and in view, furthermore, of the problem of redesigning a long series of diverse packages while retaining the recognition value of a name and trade mark of long standing.

The new labels combined the devil and the word "Underwood" into a single trade mark which, in turn, was made the predominant identification feature of every package. The background of this trade mark is in every instance still white with color utilized as the background for the distinguishing product names, neatly located on lower portions of the various labels. The basic color schemes may be blue, green, orange, dark brown or deep red, each being utilized to distinguish a related group of the company's products. The cans of deviled ham are too small to be thus colored and therefore the labels used on these packages retain the original clear white background.

It is interesting to note how the company has succeeded, since the redesign of these packages, in further extending the use of the new design to promotional and advertising matter. Thus the recipe booklet (a portion of which is attached in tip-on form to this article) utilizes direct color reproduction of the various cans to bring to the reader a graphic representation, in shape, in detail and in color, of the appearance of the various packages. Displays, too, utilize direct color and the general package design scheme, to further build up the recognition value of this 73-year-old trade mark, modernized, still carries on as a decorative identification for an entire family of products.

UNORTHODOX MACHINES

(Continued from page 81)

approximately 60 deg., while the sauce is in the filling machine. Sauce is fed into the filling machine at a temperature of approximately 240 deg. F. and released from the filling machine at a temperature of approximately 300 deg. F. The temperature of the sauce in the machine can be heated with varying rapidity due to switches that allow one-quarter, one-half or maximum heat to be applied at any time. Heating coils are also thermostatically controlled to keep the sauce at a constant, predetermined temperature and to prevent the sauce from cooling or over-heating.

In reviewing the construction of the filling machines used in the packing of the sardines for this company, the following salient facts should be brought to the particular attention of the reader.

1. Absolute control of the amount of sauce delivered to each can. Bear in mind that the can sizes vary. This means that the amount of sauce delivered to each different size of container varies to produce a perfect fill as far as this product is concerned.

2. The filling machines are so designed as to allow a speed of filling in excess of the speed of sealing. This is necessary to allow a full minute or more to elapse before the cans, after filling with sauce, are delivered to the sealing machine. This allows the sauce to fill all interstices between the individual fish, an absolute essential for this type of product.

3. Filling machines are equipped with electrical heating units, automatically controlled. These electrical heating units raise the temperature of the sauce to a predetermined temperature that has been found to be the best suited for use on canned fish. The sauce in the machine is maintained at a definite temperature.

4. Special constructions, as far as metals are concerned, are necessary because handling of foodstuffs require such machine construction.

Credit: Filling machinery by the U. S. Bottlers Machinery Co.

SIMPLICITY FOR COSMETICS

(Continued from page 45)

ing, as done by Germaine Monteil, was the redesigning of the lipstick container. The lipstick itself is of the same size as the previous model, but the case not only is of an unusually large size but has an added feature. When opened, with the cover removed, there is a new decorative effect. The metal slide which encases the actual pomade is marked at intervals with a raised band which extends the full length of the frame. This metal

portion slides firmly into the white Catalin case which replaces the former metal cover. The top of the tube is marked by the letters "GM."

Sales results so far would seem to prove Germaine Monteil's contention—that American women are coaxed into buying when the presentation is attractive—is one that cannot be completely ignored. For example, it is reported that hand soaps have been shipped out within the past month or so, since the new packages were launched, in quantities to exceed the shipment for the entire year of 1937.

Credit: Set-up boxes by the Waterbury Paper Box Co. Rigid transparent container by The Seaman Box Co. Rouge compact and metal case for miniature lipstick, Majestic Metal Specialties, Inc. Metal portion of new Catalin cover lipstick produced by the Bridgeport Metal Goods Manufacturing Co. Catalin cover by the Fontaine Products Co.

KEEPING OFF THE RAINCOAT RACK

(Continued from page 67)

and "slacks" within the dots over the two "I's." The display-package which he created is of two-piece box-board construction, consisting of a tray and sleeve. The latter, while fully protecting the garment for shipment, has as its principal function the formation of an easel for display. The tray is of one-piece construction and when folded into position provides rigidity for the box and forms a platform around which the slacks and coat are draped so that creasing is avoided.

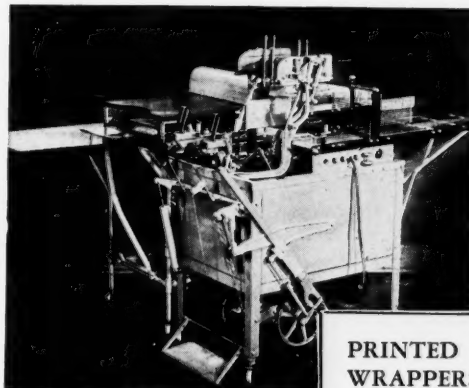
By sliding the slip cover half way up and bending it back, the package opens to become an easeled, visible display for the product. If used on the counter, the coat can be picked up for close examination and for a try on if necessary and then replaced by the salesclerk without upsetting the arrangement of the package or of the remainder of its contents. The package can be shipped, stored and stacked easily and requires less space than the usual shirt box.

On the strength of the original dummy design of the package—prior to actual plate production—the manufacturer found himself able to sell such leading New York stores as John Wanamaker, Saks Fifth Avenue, Tripler and others who had never before bought any of this particular supplier's line. Since the introduction of the completed package, production schedules have been repeatedly stepped up without fully catching up with an increasing flood of orders. For once—though in a very special sort of case—packaging has most successfully stepped right into the very heart of the men's clothing industry.

Credit: Display produced by Robert Gair Co., Inc., Pyroxylin coated stock by Artcote Papers, Inc.

Saves 15% to 20%

in printed wrapping material alone!



HEAVY DUTY
Miller Model MPS
Wrapping Machine

PRINTED WRAPPERS

—are 15% to 20%
cheaper in
roll form.



Over and above savings in labor, the Miller Model MPS saves 15% to 20% in printed wrapping material by using it in its cheapest form . . . in rolls. The MPS can also be furnished to attach printed bands.

The Model MPS is *instantly adjustable*, extremely flexible, using heat, glue, or solvent sealed wrappers from the *roll*. This versatility guarantees less idle time, extra profits.

If you want to save labor, speed production, improve package appearance, and cut material costs, **PROFIT by writing!**

Miller

WRAPPING & SEALING MACHINE CO.

14 So. Clinton St.

CHICAGO

JANUARY 1939

99



10. Jars of Calamoin ointment showing change to new straight-sided light-weight jar (on right).

3500 PLANNING PROBLEMS

(Continued from page 78)

quantities or it can feed a work table fitted with a belt conveyor and at which a group of operators do hand cartoning. In either case, the cartoned goods are packed directly into shipping containers, sealed and placed on a conveyor which leads to the shipping dock.

Tablets are for the most part filled into bottles directly off the compressing machines. The machine is fitted with an automatic counter, dusting device and filling nozzles. The bottles are hand fed and hand capped. The filled bottles are then conveyed to a line of assembled equipment for semi-automatic labeling, cartoning and packing. The tablet and pill lines are permanent installations requiring only interchangeable parts to handle all sizes.

Items that are made in small lots and are produced only infrequently are stored temporarily in bulk in small containers. The goods are then handled on tables that are fitted with the required equipment for counting, filling, and capping. These operations are a combination of hand and semi-automatic operations. The packaging is completed either by hand operations at tables or in semi-automatic lines. A new product will usually be handled by table operation first and then on a mechanized line.

The packaging of effervescent salts is the one example of straight-line mass production in our plant. Another

notable point about this operation is that the packaging is completely integrated with production. The dried salts are conveyed directly from the drying ovens to the packaging lines in portable bins. This is a necessary feature of the production of this item because "package at once" is imperative to retain the full quality. The packaging of this product, as well as many of our other products such as tablets and capsules, is handled only in conditioned rooms where temperature and humidity are very closely controlled.

The packaging line is fully automatic. Bottles are brought to the line in re-shipping containers, the bottles removed and fed to the line and the re-shipper sent to the finishing end to receive the completed package. The bottles are filled automatically and then pass through an inspector's hands. The capper, labeler, and cartoner are automatic. The finished goods are packed by hand into the shipping container, sealed and transported by conveyor to the shipping dock.

Packaging Equipment

Equipment that is standard and readily available on the market serves to make up most of the packaging lines. It is the proper grouping and synchronizing of parts rather than special construction that fills the requirements for the various types of packaging operations.

When the need arises for new or revised packaging lines, every effort is made to fit standard equipment into the layout. When a standard machine will not fully meet our needs, we attempt to find some way of economically altering that machine to meet the required conditions. In some cases where special equipment is necessary we make our own or have the equipment made for us by a machine manufacturer.

Handling of Finished Goods

Bottles are purchased in re-shipping containers wherever possible. This allows the bottles to be handled throughout the plant from the receiving dock to the shipping dock in the same containers. At the packaging line the bottles are removed for the packaging operations, the empty re-shipper sent ahead on overhead conveyors and the finished bottles finally replaced in the shipping container. In this manner, the goods leaving the end of the packaging line are ready for shipping.

The shipping containers from the fluid packaging lines are handled automatically on a series of conveyors. The conveyors are a series of parallel lines from two floor levels feeding a main conveyor. In order to regulate traffic, automatic controls operate a gate on each conveyor so as to allow containers to enter the main trunk line in order. The main conveyor leads directly to the shipping dock.

The main plant of the company is situated well within the city proper and no railroad siding is available. Therefore, the company has built a modern warehouse just outside the city limits on a railroad siding. Finished goods are trucked to the warehouse and cars loaded at that point.

MULTIPLE STITCHING SPEEDS THE WORK!



BLISS DUPLEX HEAD BOTTOM STITCHER

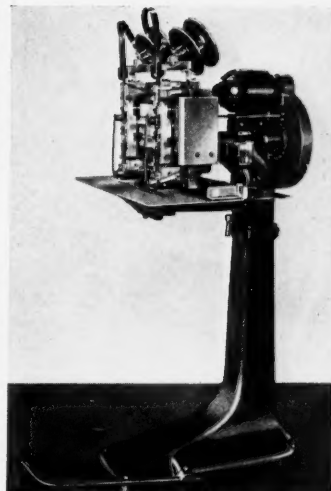
THE BLISS DUPLEX HEAD BOTTOM STITCHER

Has become a popular and profitable stitcher in plants handling large quantities of containers. Boxes for canned goods, bottled goods and other food products, shoes, tissue paper, soap, etc., may be bottom stitched at speeds as high as 10 to 18 per minute. No adjustments for various sizes of boxes. Drives two stitches, $2\frac{1}{2}$ inches apart, at each operation.

BOSTON MULTIPLE HEAD BOX STITCHER

Increases production of automatic folding boxes, suit boxes, cartons and other types of collapsible and set-up boxes requiring two or more stitches. Also drives up to four or five stitches in one operation on other types of multiple stitching where uniform spacing is needed.

High speed multiple stitching increases production without additional labor cost. The saving quickly returns the investment. It will pay you to investigate the economies of these two stitchers. Write us.



BOSTON MULTIPLE HEAD BOX STITCHER

DEXTER FOLDER COMPANY

28 West 23rd Street, New York, N. Y.

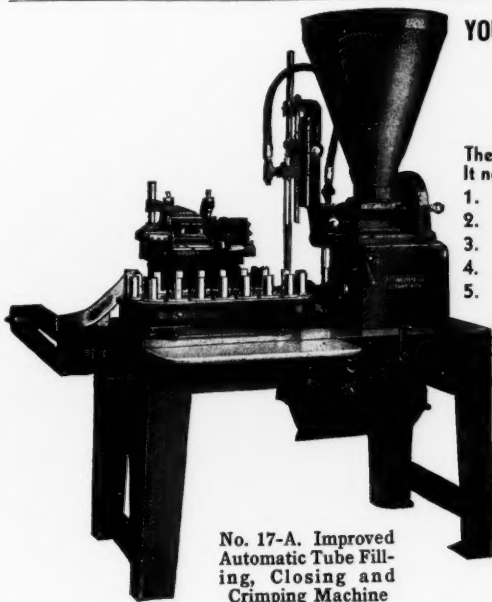
BOSTON, 185 Summer St.

PHILADELPHIA, 5th and Chestnut Sts.

CHICAGO, 117 W. Harrison St.

CINCINNATI, 3441 St. Johns Place

SAN FRANCISCO—LOS ANGELES—SEATTLE—Harry Brintnall Co.



No. 17-A. Improved Automatic Tube Filling, Closing and Crimping Machine

YOUR IMMEDIATE ATTENTION IS CALLED TO THIS NEW No. 17 IMPROVED AUTOMATIC TUBE FILLING, CLOSING AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES. TYPE "A" for PASTE. "B" for POWDERS. "C" for LIQUIDS

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting the machine proper. One for stopping and starting filling mechanism.



Electric Drive Stirring Device as shown is recommended for materials that do not flow readily in our standard hopper.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

ARTHUR COLTON CO.

2602 JEFFERSON AVE., EAST

DETROIT

MICHIGAN



20



21



22

HOW FRUITS MARCH TO MARKET

(Continued from page 35)

further attention, especially to render practical their use for storage: solution of the problems of moisture absorption and consequent weakening of the container and of development of adequate stacking strength.

Much ingenuity has been shown in designing blanks. Some are wholly without stitching. Removable covers are favored over lapped covers though the latter are cheaper. Closure in one design is by tabs passing through the end of the lid with twisted wire to make it fast. Another with turn-over rim has a cover with extra flaps on the sides to snap under the rim holding tightly and providing an easy grip for the container.

Some experimentation has been carried on with cell-pack cartons, every apple in a compartment of its own. Cost is rather high, however, and the method presupposes a fancy article for a fancy trade. Ventilation problems also arise.

Paperboard containers promise well for half-bushel and peck lots for consumers. After all, not *quite* everybody has moved into a two-by-two apartment with 17/8 cubic ft. of food storage space. Now that insects and disease have rendered the home orchard less practical, the chance to sell fruit to farmers and villagers is distinctly on the gain. "American Agriculturist" recently editorialized suggesting that farmers make a family jaunt to the orchard territory and stock up with supplies of fruit for the winter.

Consumer Packs

Consumer packaging is unquestioned in countless fields of merchandising. The same advantages that have established it so firmly for factory products make it desirable for nature's goods and the idea is making progress in spite of obstacles inherent in things that are perishable, not uniform and of fluctuating price.

The advent of self-serve stores has given new impetus. Every counter that must be clerked is out of line with the system. In both self-serve and other stores, emphasis is upon encouragement of "impulse buying." The scheme works, as witness the double row of bushel baskets in the drug store that caught me for a whisk broom, gum drops and an atomizer all on top of the box of aspirin I went in to buy. Some call it "snatch buying" but it is not to be confused with shop-lifting. Impulse buying demands a handy unit of appealing appearance.

Consumer packs save a world of handling in the retail

20. Three-hoop bushel basket for peaches. Note colored hoop. Label by Stecher-Traung Lithograph Corp. 21. Export tub type bushel basket. Decorated and protected by printed cellophane cover. Courtesy of E. I. du Pont de Nemours & Co., Inc. 22. Boxed Florida oranges individually wrapped in printed transparent cellulose. Photo courtesy Milprint, Inc.

store. A bushel basket of apples may be divided among 10 or 20 customers. Every transaction means weighing, bagging and the cost of a bag. Each sale likely means losses which may total, say, 3 to 5 lbs. per basket because the apples do not come out to even pounds. Then, some loss is incurred by discarding or by price cutting on left-overs. With the consumer pack, however, 40 units *in* means 40 units *out*.

Protection from dust and "pawing" is no mean attraction to the discriminating housewife. The opportunity for carrying a message to the housewife is by no means unimportant, whether it is for direct sales promotion or to encourage better and more varied use.

Cost of consumer packs is somewhat high, especially at first and the nuisance-load in getting started is heavy but the advantages justify a higher price and time reveals ways to offer a popular product at a popular price. It is now being done.

Consumer packs of grapes and berries are decades old. The two and four quart climax basket of the former and the quart and pint boxes of the latter are well established. For apples, experiments have been under way for years. One shipper, last year, moved 20,000 bushels in 2-lb. boxes in a single month. This package sells at prices to interest the average chain store buyer. This patented box is of corrugated board and adapted for apples of various sizes to make up two pounds. It is gaily printed and has been improved for the current season. Twenty of these 2-lb. consumer unit packages



23. Wire band display crate with paper berry baskets covered with printed transparent cellulose wrap. Note instructions on crate top to encourage dealers in intelligent merchandise display. Courtesy of E. I. du Pont de Nemours & Co., Inc.

are carried in a corrugated carton, plain or printed.

A large user says of this pack—"A point you may be interested in is that the cost to the consumer of packaged apples need not be any more than the price of loose

NO MORE WASTE IN CUTTING TO PRINTED REGISTER



DEPENDABLE ACCURACIES IN "SPOT SHEETING" ARE NOW ASSURED THROUGH THE
NEW BECK

DIFFERENTIAL CUT-REGISTER CONTROL UNIT

For cutting to register, printed wraps, labels, etc. This unit is to be had on Beck Sheeters controlled either by hand or **ELECTRIC EYE**.

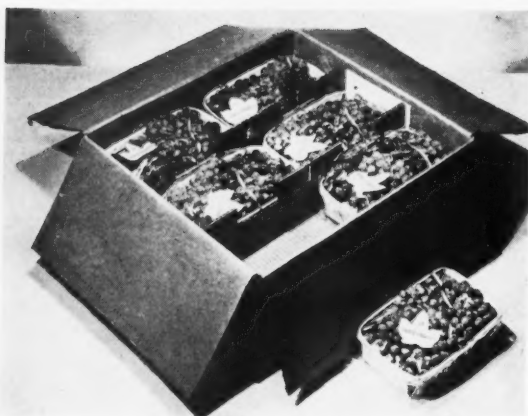
CHARLES BECK MACHINE COMPANY
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Klingrose
Offers
Printing and Coloring
Machinery
Adapted to Individual
Requirements
Multi-Color Gravure
Aniline, Combination
of these Methods

KLINGROSE MACHINE CORP.

Plant: 461 Hamilton Avenue, Brooklyn, N. Y.

New York Office: 111 Fifth Avenue



24



25

24. Veneer till consumer packs, Cellophane wrapped and shipped in printed corrugated master carton. Courtesy of E. I. du Pont de Nemours & Co., Inc. 25. Apricots with all-over printed Cellophane cover in wooden shipper. Courtesy of E. I. du Pont de Nemours & Co., Inc.

apples—quality equal. For example: The cost of material and packing of a box (Northwestern style pack) of apples is 40 cents. The cost of material and packing a container of twenty 2-lb. consumer units is 53 cents—a difference of 13 cents additional in the use of consumer units. However, in the case of the box pack only one operation has been performed—a vehicle furnished to carry the fruit to some store destination where further labor and store material is necessary to complete sale of merchandise. In the case of the consumer unit, the packing plant has performed the store labor and furnished the store material in the form of a ready-to-sell unit, for the small additional cost of 13 cents per bushel of apples. Which figure, I think, is less than the store expense involved in handling a box of loose apples."

Another 2-lb. container is being developed to carry apples of various sizes in two rows. Still another affords 5-lb. trays to be packed 8 in a carton. Printed bags for 10 or 15 lbs. are to be had in twine net.

Of course, consumer pack must offer good fruit. It does not have to be de luxe but quality must be usable, uniform and dependable. National Container Association in emphasizing this point, estimates that 50 per cent to 70 per cent of a good commercial crop is suitable for unit pack. The fact that so many are interested in

consumer packs and working on their development is evidence of the needs and possibilities.

Pears

The Bartlett pear of the East has long held high favor for flavor, texture and juice. The round veneer bushel basket is the usual container, with pads, liners, covers and labels as occasion demands, enterprise suggests and experience supports.

The Western Bartlett, Bosc, Anjou, Nelis and Comice have long been on our markets but have moved in limited quantity. Recent advances in management of the simple ripening process have made it easy to place pears on the stand at just the right stage, mellow, sweet, juicy and full of the flavor which differs amongst the varieties. So, the pear business has stepped up. Ripening is simply a matter of temperature 60 deg. to 70 deg. F. and humidity high enough to prevent shriveling. Cold storage conditions previous to ripening must be well adjusted and then the ripening must be timed to yield fruits neither too hard nor too soft to take the fancy of the buyer and bring him back for more.

Packaging is similar to that for the apple with the addition of 8-in., or even shallower, boxes. Wraps are almost universal and are not oiled. Wraps carrying fungicide are being tried to curb decay which arises with certain varieties.

Fancy grading and packing is the rule. There would seem to be excellent undeveloped opportunity for consumer pack as dessert use is general.

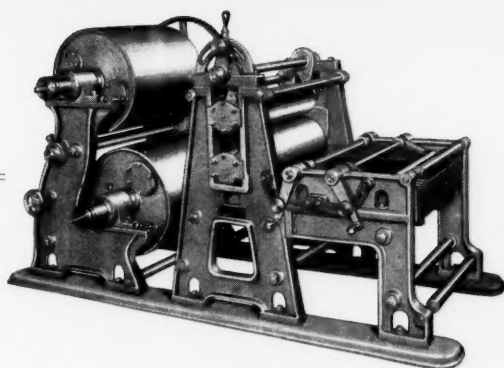
The Soft Fruits

The soft fruits do not approach the apple in volume but they offer alluring opportunities to capitalize on the trend toward impulse buying and on the housewife's constant quest for variety. Plums, cherries, peaches, apricots, nectarines and grapes have splendid dessert possibilities that are only slightly realized. In too many cases, poor varieties, improper stage of maturity and presence of disease have resulted in disappointment after a trial purchase. Really fine goods have been high in price. Last summer, Western pears were 15 cents a quart while local Bartletts were 60 cents a bushel at the farm and tons were rotting in the orchard. Yet, the local product was scarce on the stands.

To bring these less staple fruits into our retail markets, well and economically packed in consumer units, is an enterprise worth developing.

Peaches

The package used for peaches depends on many factors. Consuming outlets for Georgia peaches are in distant markets. The varieties vary both as to time of maturity and size. For early varieties, which are usually small and high in price, the round half-bushel veneer basket has become increasingly popular. However, when the fruit is of exceptionally good size and relatively scarce, this package gives way to the old 6-basket crate with its 4-qt. tills. As the late varieties come in, the choice of package is determined by the size of the crop. The



ALL PURPOSE WAXING UNIT

Used by many large producers of wraps and bags to enable a combination of printing and waxing; or printing, waxing and bag conversion; into a single operation.

Furnished complete with drives so that waxer may be set back of printing press or between printing press and bag machine.

Produces an excellent sheet, one or both sides waxed, with perfect control of wax percentages.

HUDSON-SHARP MACHINE COMPANY

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For Your Labels, Wraps,
Posters, Displays and
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LACQUER COATING
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Efficient, specialized machinery
...fifty-eight years' experience...
great skill... assures that Lowery
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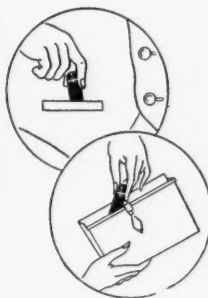
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**FOR Good PRODUCTS
THAT DESERVE better
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Hycoloid containers

Crystal clear, or in protective or "trade-mark" colors, Hycoloid's slim, feather-weight vials or jars earn instant popular approval because they look smart, they are ideally adapted to usage in pocket, purse, or cabinet shelf—and they win your (and your dealer's) good will because—



They won't break!

There's no obligation to you in asking for packaging suggestions . . . why not write today!

**HYGIENIC TUBE
& CONTAINER CO.**

"First in cellulastic containers"

42 Avenue L,

NEWARK, N. J.

bushel basket leads but relatively high prices usually swing the crop into half-bushel baskets or crates. Jersey still uses the $\frac{1}{2}$ and $\frac{5}{8}$ bushel slant-sided peach baskets. The round stave and tub baskets are popular in several of the Northeastern states.

The highest standards of grade and pack of peaches must be maintained if Western fruit is to retain a place on eastern markets. An honest, attractive pack, is of great importance in the most successful marketing. In the far West, carefully wrapped, sized fruit of the proper maturity is placed in attractive peach boxes for Eastern shipment. Fruit that is too small for this package is sometimes packed in the plum and apricot crate or shipped in the California lug box.

Although the Western peach box has the same width and length as the pear and apple boxes, $11\frac{1}{2}$ in by 18 in., there is considerable variation in depth ranging from $4\frac{1}{4}$ in., $4\frac{1}{2}$ in., $4\frac{3}{4}$ in., 5 in.

Plums

Fresh plums from California are packed in crates holding 4 till baskets each, these individual baskets are 8 in. square on top and $6\frac{1}{2}$ in. square on the bottom and 4 in. deep. These baskets are made of veneer alone or with a strip of tin fitted about the top edge. Some are now of light paperboard ingeniously folded. Tissue paper is used in the bottoms and in some cases between the layers. The fruit is arranged neatly in rows and layers much the same as other packed fruits.

Cherries

These luscious and showy fruits move to market in a number of ways. The 24 and 32 qt. crates such as used for berries are common shipping packages, particularly for sour cherries. Wisconsin uses largely the 16 qt. crates as do some other sections. The climax and square braid market baskets, holding 4 to 12 qts., are also popular in some markets. Western sweet cherries are packed for Eastern market in 8 or 10 lb. boxes or flats. These fine fruits are orderly arranged in the box and present a very pleasing appearance when the pack is opened.

Grapes

For grapes, the climax basket is the customary retail package. It holds 2, 4 or 12 qts. It is made with oblong sawed bottom with vertical veneer staves and hoops. Handles are of veneer or wire. Fibre and corrugated board are being increasingly used. Cellulose film fits in nicely for protection from dust and for dress-up. The 2 and 4 qt. sizes are used mostly for table stock. Gift crates holding a number of baskets attractively packed are in use in some sections. The baskets should be neatly stamped and labeled on the covers, which adds much to the sales appeal of the product.

The Berries

Strawberries are very different from huckleberries or the raspberries, blackberries and loganberries, but all agree

in requiring the most delicate packing and careful handling. Quart and pint boxes are almost universal. They may be of veneer, with wood or metal rim, or of light paperboard. Paper is attractive and printable but not as sturdy or moisture resistant as veneer. Cellulose film is sometimes used to wrap the boxes but care must be exercised in selecting the grade to use to achieve a minimum of condensation on the inside. There have been interesting developments in cellulose-windowed paper boxes designed to be packed from the bottom.

The old 32-qt. hinged crate has now largely given way to 16- and 24-qt. crates—many made up for use but once. They are much like the old 6-basket carrier. A wire-bound crate is made with lifting lid and drop front so that an attractive store display is possible.

Dried Fruits

Fruits when well handled in drying may be cooked and served with genuine deliciousness. The lowly prune, like spinach, has been slandered by a callous world, or rather by the smart-aleck fringe of it. But prunes are good, as are raisins, peaches and especially apricots. Figs and dates uncooked are almost confections. Cartons are widely used but recent practice has moved toward cellulose film. A number of converters have specialized in striking and resourceful print designs and processes. The nature of the product has been a continuing obstacle to mechanical packing, a factor that somewhat favors the carton as against the pleasing dress of cellulose.

Technical Problems

The year round demand for fruits of irresistibly high quality is a challenge which keeps the search active, ever seeking for better varieties which will have improved appearance, quality, suitability for long time storage and numerous other desirable assets. On the other hand, research is very active in perfecting methods and conditions of fruit storage and packaging. Optimum temperature, humidity, air circulation—these topics represent only the beginning; what remains to be known is overwhelming. Among other topics is the possible removal from the atmosphere of storage room and market package of certain volatile gases from the ripening fruit which in turn, if left in the atmosphere is a catalyst or "trigger agent" in stimulating the respiratory processes of other more immature fruit which would keep months longer if the undesirable gases were not present.

In England, where much of their fruit must be grown and shipped from distant points of the Empire, they have been vitally concerned with optimum storage conditions and out of this great need has developed, from the research of Kidd and West at Cambridge, the technique of modifying the storage atmosphere so that in closed rooms they maintain abnormal concentrations of carbon dioxide and oxygen. High concentrations of carbon dioxide and low percentages of oxygen in the storage air tend to slow down the metabolic activity of the fruit and thus materially lengthen its storage life. Varieties respond differently and work is under way at Cornell

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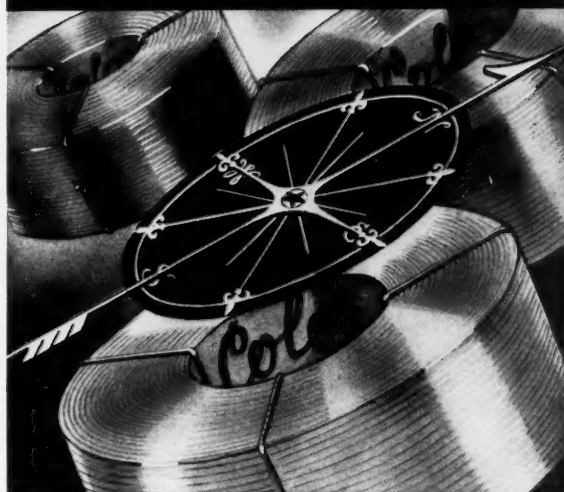
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San Francisco

New York City

YOU CAN USE THIS NEW CUSTOMER FINDER



ACME *ColorStitch* HELPS SELL PACKAGES

• If you're interested in increasing your business, try this new sales-stimulating material—Acme Colorstitch. It provides the "finishing touch" that will interest new customers and hold the old ones.

Many package designers and manufacturers are improving the appearance and increasing the sales appeal of their cartons by using *stitching wire in colors*. Staples, which are the same color as the printed carton, set new standards for carton appearance and economy. Stitches in contrasting colors or in the colors of one or more of the design elements provide many pleasing and unusual effects.

Made in all standard flat stapling wire sizes, Acme Colorstitch may be used successfully on all carton stitching equipment. Carton production is faster when Acme's five- or ten-pound *one-piece* coils are used. There are fewer stops for coil changes, and the uniform width, thickness and temper of Acme stapling wire assure maximum stitching speed.

Originally Colorstitch was used in making fancy and display cartons. However, it is now being used economically on all types including shipping packages. A sample card, which will indicate some of the possibilities of sales promotion and appearance improvement, should be in your files. Mail the coupon for it today. There is no obligation.

ACME STEEL COMPANY

General Offices: 2843 Archer Ave., Chicago, Ill.

Branches and Sales Offices in Principal Cities

Acme Steel Company
2843 Archer Avenue, Chicago, Illinois

- ☐ Mail the card of colored samples of Acme Colorstitch
- ☐ Have the nearest representative call to explain the possibilities of Colorstitch

Name _____

Street _____

City _____ State _____





26



27

26-27. Crate building machine (right) and lidding machine (left) shown in operation at one of the plants of the California Fruit Growers Exchange. Automatic equipment of this sort is surprisingly deft in handling the bulge-packed product and in supplying substantial though evenly distributed pressure without damage to the delicate fruit. Such bulge-packing is frequently desired to allow for possible shrinkage in shipment. Photos California Fruit Growers Exchange.

University to learn how American varieties respond to this "gas storage." This line of work may reveal important points about ventilation in containers.

High color in fruit is an asset. Therefore, how can maximum color for the variety be achieved and preserved? Recent investigations are pointing the way very definitely. Dr. M. B. Hoffman at Cornell University has shown that it is the short light waves in the ultra violet light which furnish the energy for the color formation from the carbohydrates stored in the apple. This color formation can take place even after the fruit is removed from the tree, providing it is placed in a cool place in diffuse sunlight.

Ripening rooms of proper humidities and temperatures will help to bring about the best production of flavor compounds and enable the retailer to present to his customers a product at its peak of lusciousness, goodness and appetite appeals.

Workers in both England and America are searching for better control of the molds and physiological troubles that affect fruit while on the way from orchard to kitchen. Fungicide-impregnated fruit wraps are offering considerable promise, but as yet have not entered very largely into the commercial field because of certain inherent difficulties.

Influences on the fruit, while growing, of soil climate, fertilizers, irrigation and cultural practices offer many possibilities in the way of improving the final edible product. Varieties differ widely in their ability to develop under different climatic conditions and for this reason we see superb specimens of certain varieties coming from different sections of the country. Washington is famous for its Delicious apples, New York is noted for its fine McIntosh and so the story goes.

Apple scald in packages of stored fruit is a physiological disturbance due to the production, by the tissues of ripening or aging fruit, of volatile esters which have a toxic effect if conditions are such that they accumulate in the tissues or in the surrounding air.

Investigations show that the fruit in a well ventilated package is much less susceptible. If fruit is wrapped in paper, or if shredded oiled paper is distributed among the fruits in the container, the oil in the paper tends to remove these odorous substances by absorption, in the same manner that butter and other fats take up various odors. The brightly colored paper in the package adds much in the way of dressing up the appearance of the fruit. Trade marks and recipes are frequently to be found on the oiled fruit wraps.

REFERENCES

The literature of fruit marketing is profuse and represents not only long observation and experience but results of extended and painstaking scientific research as well.

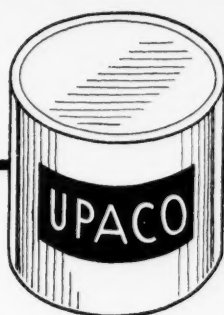
On the popular side, U. S. D. A. Farmer's Bulletins deal with the various fruits as do circulars from California and other states.

Commercial packing manuals and promotional circulars are invaluable. Appleland News of August, 1938, is a veritable gold mine. National Container Association has a recent exhaustive report. American Fruit Grower and Better Fruit are valuable journals as are many trade periodicals of dealers and associations.

The Freight Container Bureau of New York, an agency of the Association of American Railroads, has issued three regional books of specifications for containers of many types for fruits and vegetables. These are important and valuable as an aid in standardization of containers and to aid materially in reduction of the \$5.71 average loss per car in fruit damage claims.



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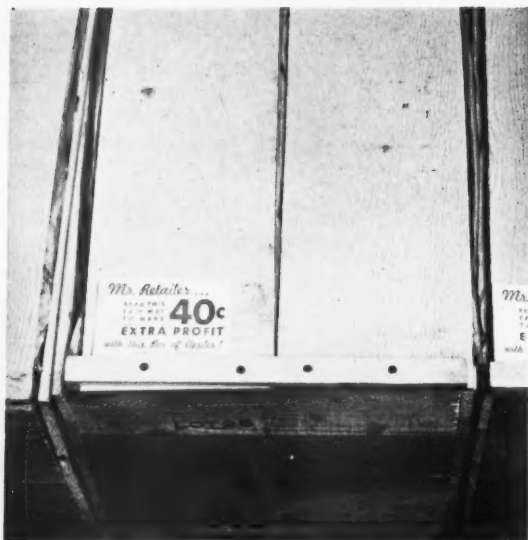
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Formerly Lusteroid Division of the Silcock's Miller Company

SOUTH ORANGE

NEW JERSEY



The "Doc Apple" promotion is tied directly to the package by means of this stapled booklet of tickets.

WESTERN FRUIT GROWERS ARE WIDE AWAKE MERCHANDISERS

Easterners enjoy freight advantages due to their proximity to the largest domestic markets and to the Eastern Seaboard and export markets. But Westerners have, to date—and with very few exceptions—captured a disproportionate share of the national market because they have observed better practice in packaging, advertising and merchandising their products.

Here is a typical instance—a promotional plan just put to work by the Pacific Northwest Fruits, Inc., and using the apple box itself as a promotional medium. The four growers who make up Pacific Northwest Fruits, Inc., use a common trade character, "Doc Apple."

Each box of "Doc Apple" apples packed this fall has had stapled to its lid a booklet of purchase privilege tickets, each of which offers the apple customer an opportunity to buy, for fifteen cents, a handy gadget which slices and cores the apple in a single motion. The tool is not generally available at retail stores and thus dealers who have taken up the plan are reported to have found a ready consumer acceptance for the idea.

Just as important as the plan itself is proving in introducing "Doc Apple" fruit to the public, is the way in which the coupons are presented to the retailer. The top face of the book of coupons bears the following message, "Mr. Retailer—Read this easy way to make 40¢ extra profit on this box of apples! No advance in price to your customers."

The plan has been in operation for the last four or five months and the growers report a measurable success in introducing their product in markets and to stores where these particular brands had not previously been successfully marketed.

EASTERN GROWERS BEGIN TO FIGHT BACK AT COMPETITION

Eastern apple growers will hotly contest any Western claims to supremacy in point of flavor, juiciness or color of their fruit. Until recently they have been more or less content to rest upon this admitted superiority of product and—though they enjoyed a 90¢ per case freight advantage—have watched a larger and larger proportion of the market slip away to Western hands.

Today they are fighting back and utilizing packages as one means of insuring the proper presentation and preservation of their product right up to the consumer's door.

This fall, the Associated Apple Growers of New York's Hudson Valley have been getting their crop to market in new packages—small corrugated cases falling midway between the consumer and the dealer pack in size. The cases hold two dozen apples, each apple being isolated for protection in its own cell formed by a series of protective, interlocking corrugated dividers. Since packing methods have been the principal cause of the destruction of the appetizing qualities in Eastern fruits previously, great care has been exercised in designing the new case to protect the fruit against bruising. Such bruises, it is claimed, may not be visible to the eye when the fruit is purchased but none the less have a disastrous effect upon the fruit flavor.

The new packs, just introduced to the market, are identical for both the fancy grade and second grade brands of this group of producers. Each package carries direction slips providing recipes for cooking and baking of the apples and for their use uncooked in various salads.

While it is too early to permit of any estimate as to the success of this particular plan, the instances cited above do afford evidence that Eastern apple growers have recognized the importance of the package as their means for re-entry into a dominant position in their own most logical markets.

Credit: Case manufactured by Chaffee Bros.



An attractive corrugated case with hinge lid and cellular dividers has just been introduced by the Associated Apple Growers of New York State.

USE ANILINE INKS WITH A REPUTATION

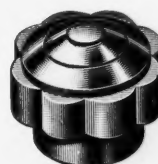
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MARCH 7-10, 1939

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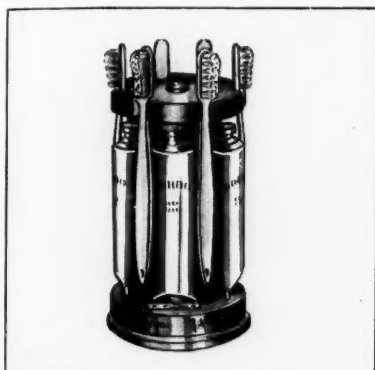
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[MORE FACTS YOU SHOULD KNOW ABOUT DISPLAYS]

IT'S THE TRUTH . . .

It's like pulling teeth to get the average retailer to put in a display without some special inducement. But a recent survey in the drug field showed that about 95% of the dealers questioned obtained their "permanent" displays by ordering a certain quantity of merchandise—often quite large—and in return were given the display. More amazing still . . . a large proportion of these druggists said "yes" when asked if they would use more "permanent" displays.



FAMILY AFFAIR . . . Why doesn't somebody create a dual-product display? For instance, toothpaste and toothbrushes . . . cleansing tissues and cold cream . . . rouge, lipstick and powder—all of one family group, or products from several manufacturers. By using Durez you could include a lot of pieces in a display that took very little space, which is a major selling point to a dealer. Pick the right combination and the dealer should need very little persuasion to put the display up and keep it up.

SAVE THE DEALER STEPS . . . Convenience is a big factor in getting the dealer sold on a display. He wants to wait on customers easier and faster. He'll like a display that can be used for storage of goods, aids him in selecting the size or style asked for. If a chart or diagram will help him in selling, put it on the back of the display.



SMALL SPACE, BIG VALUE . . .

Dealers prefer small displays, in general, but a larger display can make up for its size by added convenience and service. When you're trying to squeeze the maximum value from a display, consider the advantages of using Durez. Design possibilities are limitless, which means you can mold in your package or trademark, style the display so it will catch the customer's eye. Durez displays are light in weight, cost less to ship, are easier to handle in the store . . . but they're tough enough

to last a lifetime. We have quite a bit of material on displays, and concrete suggestions which we will be glad to give you if you'll write and tell us what you make. General Plastics Inc., 81 Walck Road, North Tonawanda, New York.

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CAMEO Corporation, makers of Cameo Cleanser, have glamorized an "everyday" household product with this special auxiliary package, molded of Beetle*. Here is a novel merchandising idea that can be applied to a wide variety of packaged products. Consider its possibilities for your product — and ask Beetle's staff for further details.



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